

NOVEMBER 1958

sbs

SOUTHERN BUILDING SUPPLIES

University Microfilms
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Ann Arbor Mich 4

Serving dealers and distributors to Southern and Eastern States

This '1960-Approach' Sells Home Modernizations Now

see page 27

Also in this issue --

- TV Is Tops for Lumberyard Advertising page 30
- Smoke Out Objections and Boost Sales page 31
- Here's A Real Prefab Profit-Maker page 34

RELY ON

Simpson

REDWOOD

compare

THE INSULATION VALUE OF REDWOOD

... one inch thickness of Simpson Kiln Dried Redwood gives insulation equal to 6.3 inch thickness of brick, 9.5 inch thickness of cement block or 15.0 inch thickness of concrete! This exceptional insulation value is due to Redwood's low density fibers and millions of air-filled cells.

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SIMPSON REDWOOD COMPANY
P. O. BOX 127, ARCATA, CALIFORNIA

*Regional Offices located in New York, Chicago, Cleveland,
Kansas City, Dallas, Atlanta*

In Modern Kitchens *"Women prefer
the Walnut look..."*



AOF

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Pionite LIFETIME LAMINATES

THE ATLANTA OAK FLOORING COMPANY proudly announces its appointment as distributors for Pionite products in the Carolinas and Central Florida. We place our history of integrity in the field of woods and wood grains behind the matchless beauty of these versatile laminates, now in use in more than 8 million homes, businesses and industrial establishments.

Fashioned and styled in the finest wood grains, Pionite is the lifetime laminate four out of five women choose for their homes. Pionite means precision quality... the melamine armored surface resists cigarette burns, fading and hot fats. Pionite is impervious to fruit juices and will withstand heat up to 275 degrees F. Pionite surfaces banish forever scuffs, dents, scratches, chips and cracks.

You owe it to your customers to offer the beauty, styling and economy of Pionite lifetime finishes. Write now for a sample chain and prices.

Atlanta Oak Flooring's convenient warehouse locations in Charlotte and Raleigh, N. C., Greenville, S. C. and Orlando, Fla. assure you of immediate order delivery.

Remember... Women prefer the Pionite finish!

ATLANTA OAK FLOORING CO.
Charlotte, N. C. • Raleigh, N. C. • Greenville, S. C. • Orlando, Fla.



REYNOLDS ALUMINUM SUPPLY COMPANY Offers you building materials

within easy reach throughout the South

When you do business with Reynolds Aluminum Supply Company, you can fill all your building materials needs from any one of ten sources with only one order and one invoice. There are ten Reynolds Aluminum Supply Company warehouses located in a network covering the Southeast and the one nearest you can fill all your building materials requirements.

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General Offices: Atlanta, Georgia

Our 44th Year

★ **WAREHOUSES:** Atlanta, Georgia • Birmingham, Alabama • Louisville, Kentucky • Memphis, Tennessee • Miami, Florida
Jacksonville, Florida • Nashville, Tennessee • Raleigh, North Carolina • Richmond, Virginia • Savannah, Georgia

sbs**SOUTHERN
BUILDING
SUPPLIES****November, 1958****Vol. 13 — No. 11**SID WRIGHTSMAN JR., *Editor*HARRISON WATTS, *Associate Editor*PENN ANTHONY, *Assistant Editor*BARON CREAGER, *Southwestern Editor*
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**806 Peachtree Street, N.E.
Atlanta 8, Georgia****In This Issue**

"1960-Approach" Sells Home Modernizations Now	27
TV Is Tops for Lumberyard Advertising	30
Smoke Out Objections and Close More Sales	31
Their Private Flying Multiplies Sales	32
Wood-Scrap Giveaway Is Volume-Boosting Formula	33
Prefab Profit-Maker	34
Lumber's Largest Family	36
Panel-Saw Public Relations	37
Hang On to Old Catalogs	38
Promote Indoor Projects	39
Report on OLA Convention	44
What's New in Mechanical Handling	46

Regular Departments

Better Ways	4
Significant Trends	8
Association Directory	9
Industry News	12
Convention Calendar	22
Dealer News	50
Silent Salesmen	56
Manufacturer News	60
Helpful Literature	62
Building Trends	65
Helpful Booklets	66
Product Parade	70

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That's good
REDWOOD



**builders
say when
you sell
them...**

NOYO

**UNION LUMBER COMPANY
BRAND**

Making it easy for Dealers to handle Redwood *profitably* — that's been the creed of Union Lumber Company for nearly three quarters of a century. Careful grading, efficient shipping and Noyo famous quality all help to keep true, "Once a Noyo dealer... always".

- Certified K.D.
- Siding
- Treated or natural
- Mouldings

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UNION LUMBER COMPANY

**TREE FARMERS AND MANUFACTURERS
FORT BRAGG • CALIFORNIA**

Sales Representatives throughout the nation

**SAN FRANCISCO PARK RIDGE, ILL.
LOS ANGELES NEW YORK**



Member California Redwood Association

'BETTER WAY'

Service Charge Makes 'Em Pay!

Last March, Charlie Peek, president of the Peek-Hightower Lumber & Supply Co., Inc., Cedartown, Ga., became very concerned about the number of small, delinquent accounts receivable on his books. To remedy the situation, he instituted a monthly service charge for all delinquent accounts 30 days past due.

A "special notice," printed on a small yellow card and inserted in each customer's statement envelope, carried this message, in part:

"Due to excess work and cost in carrying accounts, such as mailing statements, postage, etc., it becomes necessary that we charge 1 per cent per month, with a minimum charge of 50c, as a service charge to defray expenses in the servicing of accounts after they become past due."

To Peek's surprise, only two out of more than 200 charge customers complained about the charge. Many past-due customers paid up that month, while others responded to a collection letter in which Peek expressed regret that the service charge was necessary. Meanwhile, he has collected enough service charges to help offset extra billings.

Display Pairs — Up Roofing and Siding

Designed and built by J. E. Rasmussen, manager of the Foster Lumber Co.'s yard in Norton, Kan., these two display stands make short work of matching roofing and siding samples — and thereby speed sales.



On top of each stand, asphalt roofing samples are held in place on slant by metal clips. Asbestos or asphalt siding samples are clipped on the front to show color effect of the two materials "in use" together. The larger stand, at right, holds larger sample boards of interlocked roofing shingles. The stand, on

left, holds samples of smaller and less expensive strip shingles.

Samples slip in grooves on side of display stands — roofing on one side and siding on the other.

Tool House Yard Divider



Here's an idea for an attractive yard divider, which doubles as a tool house on one side and storage shed for lawn furniture and summer play gear on the other. The butterfly roof gives it a winged effect and drains roof-water away from lawn. Board-and-batten siding matches home siding. Design is simple frame construction of 2x4s.

Show 'Em Where Your Store Is!

The location of building supply stores and lumber yards is usually familiar to most local residents. But you can't take for granted that everyone — and particularly new prospects — know where your headquarters are.

In the face of plenty of competition, the Highland Lumber Co. made sure last July that Fayetteville, N. C., newspaper readers knew the yard's exact location. The firm ran a 1/3-page ad, showing all principal streets leading to the Highland yard, with a sketch of the actual building boldly circled.

Principal lines — millwork, building supplies, paints, hardware — were listed, along with the firm's name, address, telephone number, and business hours.

The Highland company also boasts membership in the Home Improvement Council, whose emblem is reproduced in all ads. Whimsical cartoon characters also appear in the ads, stressing the company's many services.

Got A Good Idea?

\$7 will be paid for every better way, time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

SOUTHERN Metal

THRESHOLDS and WEATHERSTRIPS

Model A40 VP
with Vinyl Inserts

This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts. We manufacture 45 threshold types. Send for new catalog—57A.

Built for long-lasting satisfaction

New—Southern Latch Track

A750

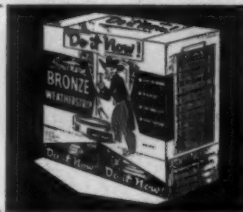
A750 Aluminum 5" x 1/2" B750—Brass 5" x 1/2"

A new, effective latch track that will fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

"Do it Now" Bronze W/S

12 coils in handy dispenser with nails.



"Count on Southern"

SOUTHERN METAL PRODUCTS CORP.

1775 AIRWAYS • PHONE FA 7-8431 • MEMPHIS, TENN

Red-End*

CHENEY STUDS

give you

2-way

protection

1- Protection against moisture absorption

2- Positive CHENEY identification

Quality tells. You can spot CHENEY Studs every time—in the yard or on the job.

Wax emulsion applied *by pressure* to both ends of CHENEY Studs seals the end grain. It retards moisture absorption, controls end checking. And the distinctive red color* protects you against imitations which contain no wax.

This two-way protection adds sales values for you . . . benefits your customers. Be sure you get the *genuine* product. Specify CHENEY Premium Quality Studs.

Other CHENEY plus values . . .

-  Precision Trimmed
-  Anti-Stain Treated
-  Eased Edges
-  WCLB Grade Marked
-  Attractive Yard Piles
-  Premium Quality

* Red color placed on ends of stud 2 x 4 is the exclusive registered trademark of the CHENEY LUMBER COMPANY, Inc.



*Originators
of the
eight foot stud*

CHENEY Lumber Company

General Sales Offices:

424 Tacoma Building, Tacoma 2, Washington

Telephone FULTON 3-2424 Teletype 024

Now

Reynolds Aluminum Supply Company

Offers You

Lifeguard[®]

ALUMINUM WEATHERBOARD SIDING

Beautiful, selected baked enamel aluminum siding is becoming more popular every day for both new homes and for remodeling of old homes. Now, you can capitalize on this popularity by stocking and selling LIFE-GUARD Weatherboard Siding.

BAKED ENAMEL FINISH

Lifeguard aluminum sheets from Reynolds Aluminum are precision formed on steel bases, then the spray-coated baked enamel finish is baked on for years of beautiful beauty.

POPULAR STYLE

Lifeguard horizontal siding is easily, quickly applied with an 8" wide panel. The long, low look for today's modern homes is achieved in style. Born-batten design vertical siding is available.

STRIKING COLORS

Lifeguard is available in two striking colors that offer you extremely long-lasting beauty. Lifeguard saves the cost of painting is custom to providing a handsome siding that will not rust, or rot.

COMES COMPLETE

Lifeguard has everything for the complete job: side panels, trim, corner pieces, laurels, complete accessories. Need all kinds of panels covering to give a water-tight finish.

REYNOLDS ALUMINUM SUPPLY COMPANY

OUR 44TH YEAR

General Offices: Atlanta, Georgia
Branches in principal cities throughout the South

REYNOLDS ALUMINUM SUPPLY COMPANY
P.O. Box 1367, Atlanta, Georgia

Please see that I get complete details and information on Lifeguard Aluminum Siding. I understand there is no obligation.

NAME _____

ADDRESS _____

CITY _____ STATE _____



S B SIGNIFICANT TRENDS

November 1958

September construction outlays were "bell-ringers." Public and private projects matched the record high of \$4.8-billion in August. This pushed the nine-month expenditures to \$36.4-billion up from \$35.9-billion in the like '57 period. Government figures indicate that, with gains in housing and non-residential construction almost off-setting industrial building drop, private spending in the nine-months amounted to \$25-billion — only \$200-million below the like '57 period.

"Give us more house with improved design." That, in effect, was a unanimous request to builders from "representative" American women at the second annual Congress on Better Living in Washington, D. C., last month. By "more house," delegates emphasized that they wanted homes with from six to eight rooms, even though not fitted with built-in equipment and appliances. An absolute minimum of two "bigger" bathrooms was likewise a majority "must."

The 100 gals from 48 states and Alaska jointly described their mentally-pictured dream-homes as those blending into the landscape in pleasing fashion, with much trees in evidence. Most delegates favored use of native materials — redwood, fieldstone, etc. — and insisted on exterior finishes which, for maintenance, were not a drain on the family pocketbook.

As expected, the female homemakers displayed decided preferences: Four out of 10 preferred one-story houses; four out of 10 voted for Colonial, with split level and "soft" modern following closely behind. A majority selected either gray or white with green trim for exterior house color. Rank feminine disfavor was shown toward picture-windows "which too often look out on nothing but the street," and high horizontal windows "which cannot be looked out of at all."

Companies are showing a go-easy attitude about employment. Despite speed and vigor of industry's recession-recovery on most fronts, companies are showing a tendency to think twice about hiring or re-hiring workers. There's growing evidence, also, that many firms plan to get along with fewer workers than before the business slump set in — even when their production is surging back to pre-slump levels.

VA home construction is in a "bad way." That, reportedly, is an expressed opinion of an "unidentified, but leading" Washington VA loan official, who maintains that only Congress can save VA from a tremendous drop in volume. VA's frozen interest rate seems about to choke off construction of VA homes again. Six months back, Congress gave sagging VA program new life by boosting its mortgage interest rate from 4 1/2% to 4 3/4%, and pumping \$1-billion of Treasury money into VA financing through FNMA. Since then, VA applications have soared 78% from their year-earlier levels. In last three months, VA has accounted for 10% of housing starts.

Rising interest rates — as they have so often before — are now making VA loans unattractive to lenders, except at discounts so big that most builders are scarcely interested. On top of that, FNMA officials said at mid-month that their \$1-billion for mortgages on low-priced homes would be gone before November 1.

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FRanklin 5-8283. President: L. A. Hardman, Helena, Ark.

Building Material Merchants of Georgia — 610 Glenn Building, 120 Marietta Street, N. W., Atlanta 3, Ga. Tel. JA 3-7349. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: R. B. McClure, Charlotte.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GArden 2-3761. President: Arthur C. Bivins Jr., Miami, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: A. E. Nickelson, Emporia, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 72. President: Wallace W. Henderson, Hopkinsville, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: T. W. M. Long, Shreveport, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GREENwood 2-1194. President: Ralph G. Campbell, Fort Worth, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Wilson Virden, Rolling Fork, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAational 8-6757. President: J. C. O'Malley, Phoenix, Arizona.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Fred Templeman, Enid, Okla.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2-2265. President: W. M. Robinson, St. Louis, Mo.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Harvey Fokett, Gallatin, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. EL 8-1749. President: Fred Shortt, Grundy, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: D. G. Ogden, Dunbar, W. Va.

our screens are
MACHINE MADE
by Rudiger-Lang Co.



This way we get improved quality and a better price''

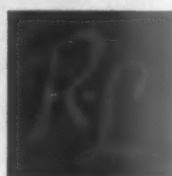
Only Rudiger-Lang Co. is equipped to offer you a screen program based on the advantages of automatic machine production. These include greater uniformity...better quality control...ample volume for seasonal peaks...and lower cost. Until you discuss your screen requirements with a Rudiger-Lang representative you won't know how greatly you can improve your present position. So write, wire or phone now.

Manufacturers of America's
best selling window screens



Tru-frame.
TENSION-tite®
ROLL-AWAY®

Screen specialists since 1923



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8473 1/2 Beverly Blvd. • Los Angeles 48 • OLIVE 3-4100

"KEYCORNER LATH

*makes LATH and PLASTER
an even better buy"*

says **A. BERNARD OLSON**, president,
The Olson Lathing Co., Chicago, Illinois

"Nobody questions the superiority of lath and plaster where greater fire resistance, lower maintenance costs and lasting beauty are concerned," declares A. Bernard Olson, one of the country's leading lathing contractors.

"Keycorner helps make lath and plaster even better. Our job experience proves what tests* show—that Keycorner almost doubles crack resistance over other corner reinforcements," he explains. "We know the Keycorner ability to fight cracks."

"And Keycorner is easier to use. The pre-formed 4-foot lengths fit into place with no effort at all. There's no time lost, no waste. The open mesh of Keycorner makes it easy to plaster over—assures full bond with plaster and a better job.

"Keycorner gives this extra protection, yet at a saving. That's why we use Keycorner exclusively!" Olson exclaims. "It lets us give greater satisfaction on every job."

*Tests with Keycorner, as well as other corner reinforcements, conducted by the Research Foundation, University of Toledo. Complete test reports FREE from Keystone Steel & Wire Company.

KEYSTONE STEEL & WIRE COMPANY Peoria 7, Illinois

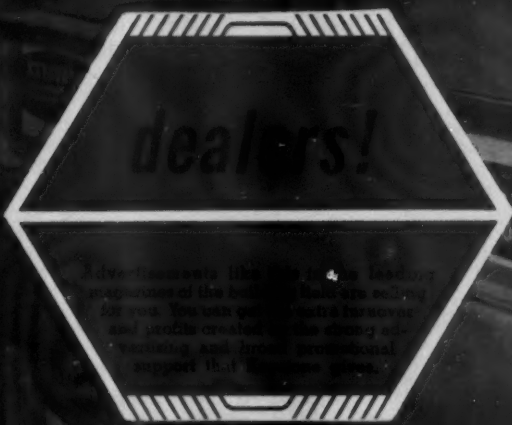
Keywall • Keycorner • Keybead® • Keydeck • Keymesh® • Welded Wire Fabric • Non-Climbable Fence



A typical quality Olson Lathing job goes into this 17-flat apartment building in Chicago. Many builders are switching back to lath and plaster because of the increased fire resistance, lower maintenance and permanent beauty that plaster walls provide.

Keycorner is simple to handle and use. This fact assures better workmanship, which adds still further to the superior job you get with Keycorner.

Keycorner gives a better plaster job. The open mesh assures full bond with plaster and gives the strong reinforcement that provides maximum crack resistance. Keycorner is also galvanized to prevent rust.



A. Bernard Olson uses Keycorner because it's part of "A better job at a lower price."

INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

Kentuckian to Represent Southerners On NRLDA Convention Prefab Panel

Lumber dealer Ken Lawson of Baxter, Ky., will be the South's representative in a four-man panel discussion on "How to Beat the Prefabricators," at the National Retail Lumber Dealers Assn. 1958 Building Products Exposition in Chicago, November 25.

A former president of the Kentucky Retail Lumber Dealers Assn., Lawson, as a single dealer acting independently, is said to have met and beaten prefab competition in his area.

T. Merritt Ludwig, vice-chairman of the NRLDA Exposition Committee, will head the panel of lumber dealers and builders who will summarize their own successful experiences in out-bidding prefabricators in their areas.

A question and answer period will follow the discussion, so that dealers may get specific information from panel members on details of their methods of operation.

Some 26,000 members of the retail building materials industry have been "subpoenaed" by a "Court of Personnel Relations" to

witness testimony to be given at a hearing in "The Case of the Employers' Dilemma," or "Who's Strangling Your Business?"

Scheduled for Sunday afternoon, November 23, at Chicago's International Amphitheatre, the "hearing" will be presented as a means to define causes and suggest remedies for apathetic attitudes of industry personnel — attitudes which result in lost sales and low production.

Donald L. Moore Joins LBMDA as Field Officer

Donald L. Moore, former editor and manager of SOUTHERN BUILDING SUPPLIES, has joined the staff of the Louisiana Building Material Dealers Assn., in Baton Rouge, as field secretary.

According to LBMDA President T. W. M. Long of Shreveport, Moore will assist R. Ned Ball, veteran executive vice-president of the organization, in giving Louisiana dealers trade association



Donald L. Moore

services. These include periodic bulletin publication on economic conditions and business activity, staging of the annual convention and show at the Jung Hotel in New Orleans, and counseling members on merchandising and management methods in their offices and at association group meetings, Long said.

Moore is a graduate of the University of Georgia and the Y.M.C.A. Graduate School. He is a past-president of the Atlanta Junior Chamber of Commerce and the Atlanta Council of Camp Fire Girls, Inc., and a former member of the Supreme Nine of the International Concatenated Order of Hoo-Hoo, the lumbermen's fraternity.

Pete Mantle Dies; Miami Manager of Carter Hough

S. T. (Pete) Mantle, in charge of the Miami office of Carter Hough, Jr. and Associates for over 16 years, died recently.

Mantle was earlier with the Hopkins-Carter Marine Hardware Co. in Miami, and was first branch manager of the Devoe & Reynolds Co. there.



NRLDA EXPOSITION SITE — Come November 22, this International Amphitheatre in Chicago will swarm with lumber and building material dealers, as the National Retail Lumber Dealers Assn. opens its four-day convention. Some 200 exhibitors are scheduled to occupy booths in 122,000-square-foot Donovan Hall. Completed in 1956, this most recent addition to Chicago's convention facilities is at the edge of the bustling Union Stock Yards. It offers nearly twice the area of any other such hall in the U. S. An adjoining parking lot holds approximately 7,500 cars.

For knotty pine paneling...

suggest **LODGEPOLE PINE**



small, non-bleeding knots characterize this light, easy-to-work wood



LODGEPOLE PINE—an ideal knotty pine. Its knots are small, and they do not bleed. It is light in weight, easy to handle and work.

Because Lodgepole Pine is soft-textured, it is easily nailed without splitting. It machines to a smooth, satiny surface and has excellent paint and stain holding characteristics. You'll find Lodgepole Pine *carefully dried*—assuring more accurate sizing and improved woodworking qualities, insuring lower maintenance costs.

Sheathing, siding, subflooring are other excellent uses for Lodgepole Pine because of its smooth milling, accurate sizing and good insulation qualities.

You can suggest Lodgepole Pine with confidence.



Write for **FREE** illustrated Facts Folder about Lodgepole Pine to:
WESTERN PINE ASSOCIATION,
Dept. 703-K, Yeon Building,
Portland 4, Oregon.



Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow



LAT HEADQUARTERS GROUNDBREAKING — Despite torrential rain on all sides, a Texas sun broke briefly through to shine on these Longhorn lumbermen who gathered in Austin Sept. 19 for official groundbreaking ceremonies for the Lumbermen's Association of Texas headquarters building.

Equipped with gold shovels, LAT officers and committee chairmen, above, turned initial spadefuls of dirt. They are (l. to r.) Austin Mayor Wesley Pearson; Texas Secretary of State Zollie C. Steakley; LAT President Ralph G. Campbell, Fort Worth; W. S. Drake Jr., Austin, building finance committee chairman; the Rev. Samuel Baxter, Church of the Good Shepherd, Austin; H. L. Richards, New Braunfels, building committee chairman; and P. J. Goodnight, Dallas, materials committee chairman.

Chicago Real Estate Authority To Address SSDJA Winter Meeting

"Building in the 12 Months Ahead" will be the highlight talk tackled by Board Chairman James C. Downs Jr. of the Real Estate Research Corp., Chicago, at the 19th annual winter meeting of the Southern Sash & Door Jobbers Assn. in Miami Beach, November 21-23, at the Hotel Americana.

In addition to Downs' talk at the business session on Friday, November 21, a general outline of 1959 industry plans will be presented by representatives of Douglas Fir Plywood Assn., Hardwood Plywood Institute, National Woodwork Manufacturers Assn., Ponderosa Pine Woodwork, and the Western Pine Assn.

Committee meetings and an open-membership session will occur on Saturday, November 22.

Comprising the local arrangements committee for the meeting are Chairman R. C. Slack, W. J. Baldwin Jr., Wilber R. Davis Jr.,

W. W. Logan Jr., W. H. Peebles, M. E. Pipkin Jr., and John W. Rourke Jr.

SSDJA officers for the current year are J. W. Zuber, president; J. R. Durhan, vice-president; J. Reese Jones Jr., second vice-president, and Thomas Birchfield, secretary-treasurer.

Wayne McCluskey to Head Texas Lumbermen's Group

Wayne McCluskey of the Harrington-McCluskey Lumber Co., Edinburg, Texas, was recently elected president of the Valley Lumbermen's Assn.

Other officers named for the new year included Hurst White, Paradise Lumber Co., Harlingen, vice-president, and C. B. Scott, Scott Lumber Co., Raymondville, secretary-treasurer.

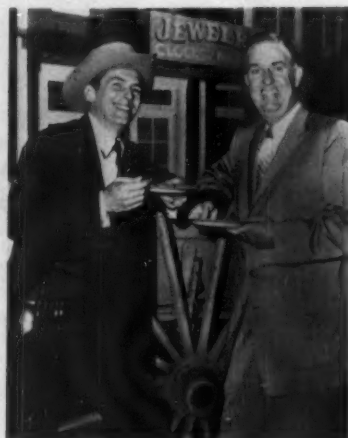
Lumber Production Fall Offset by Homebuilding

Production of lumber during the first half of 1958 was on a par with the year 1949, when output fell to a post-war low, according to a special report to the Secretary of Commerce by the Lumber Survey Committee.

Although new orders booked by mills rose seasonally from a disappointing first quarter, they fell below the usual spring volumes. Recent indications are, however, that business has improved, primarily because of an upturn in homebuilding.

National lumber production in the first half of 1958 decreased eight per cent from 1957. Shipments of lumber and new orders received were each about two per cent more than production in the first six months of 1958.

The improved rate of homebuilding is interpreted as an encouraging sign to manufacturers of hardwood flooring and furniture. A demand for lumber products is also foreseen with rising farm incomes.



CHUCKWAGON CHOW CHAMPS — NRLDA President James C. O'Malley and gun-toting Jack Kelly, star of Kaiser Aluminum and Chemical Co.'s "Maverick" TV series, bone up on proper chuckwagon dining etiquette. "Maverick," with guns, will come calling at the Chuck Wagon Party of the NRLDA Building Products Exposition on Saturday, November 22, at the Arena of the International Amphitheatre in Chicago.

ONLY "K&M" OFFERS A COMPLETE LINE OF ASBESTOS-CEMENT SHEETS

UTILITY·STRUCTURAL·DECORATIVE

Opens new sales opportunities for you in residential and commercial construction



A



B



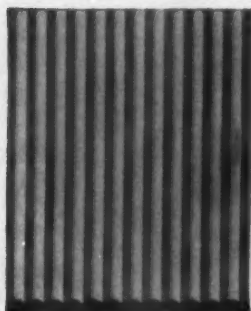
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FLAT SHEETS

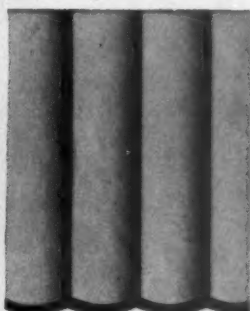
A—SHEETFLEXTOX—for residential, commercial, and industrial interior use. For incombustible linings, panellings, and ceilings.

B—LINABESTOS—for interior and exterior use in plants, farm buildings, homes, garages, and stores.

C—"K&M" APAC BOARD—for long-lasting protection at low cost. Ideal for exterior use in industrial and farm building applications.



A



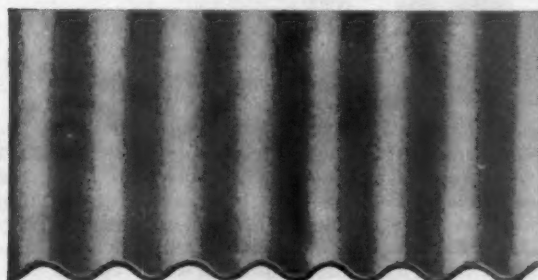
B

DECORATIVE PANELS

A—Ribbed—for interiors and small rooms. For dados, wainscoting, friezes, contrasting panels, and marginal strips.

B—Fluted—for indoor and outdoor use, alone or with plain sheets for contrast. For exterior facades, soffits, mullions, and friezes.

"K&M" Decorative Panels provide an unusual texture of light and shadow. Your customers can readily work and install these sheets. Secure them with non-corrosive fasteners or battens.



LIGHTWEIGHT CORRUGATED ASBESTOS

—for roofing and siding over wood-frame construction . . . shops, storage sheds, warehouses, etc.

LOW INITIAL COST

EASY TO WORK AND INSTALL

NO MAINTENANCE

WON'T TRUST, ROT, OR CORRODE

FIRE AND WEATHER-RESISTANT

VERMIN-PROOF

NO PROTECTIVE PAINTING REQUIRED

HANDSOME STONE GRAY APPEARANCE

You can answer the needs in building materials of practically every prospect with the quality line of "K&M" Asbestos-Cement Sheets. In addition, you can sell him savings in application, initial costs, and maintenance costs. Plus a nationally-known brand name.

Write to us today for more information.



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

Flintkote Stockholders to Approve Company Purchase, Merger Nov. 25

The Flintkote Co. has arranged to purchase all the assets and business of the Orangeburg Manufacturing Co., Inc., according to I. J. Harvey Jr., Flintkote chairman and chief executive officer, and H. J. Robertson, Orangeburg president.

Flintkote's newest acquisition, already approved by the boards of both companies but subject to approval of stockholders, calls for the exchange of 132,416 shares of a new class of Flintkote stock to be designated \$4.50 Series A Convertible 2nd Preferred with a par value of \$100 for the Orangeburg business. The new stock would be convertible into Flintkote common on the basis of \$56 per common share, subject to anti-dilution.

Stockholders of the Flintkote Co. will be asked to approve the transaction at a special meeting called for Nov. 25. At that same time the share-owners will also vote on a recently concluded merger agreement between Flintkote and Hankins Container Co.

Orangeburg Manufacturing Co., incorporated in New York in 1893

as the Fibre Conduit Co., produces bituminized fiber sewer and drain pipe and fittings, electric conduits for underground power distribution systems and underfloor duct wiring systems for office buildings, industrial structures and other type construction. The company owns a 255,000 square foot plant on a 50-acre site at Orangeburg, N. Y., which is the main office, and leases 85,000 square foot plant on a 20-acre site at Newark, Calif.

Grand Rapids Hdwe. Opens Atlanta Branch Warehouse

The Grand Rapids Hardware Co. of Grand Rapids, Mich., has opened a factory warehouse in Atlanta, Ga., under the direction of Ben Sparks, Southeastern sales engineer.

The company will stock its Stile-Mate combination balance and weatherstrip and several types of cross-member weatherstrip in both mill and anodized finishes.



PRESERVING ABE'S EFFIGY — Perched on the fore-scalp of Lincoln's head carving at Mt. Rushmore National Memorial, S. D., are these national park service employees, applying Sillphane water-repellent as a test against future erosion. The Upson Co. product reportedly provides invisible protective coating for exterior above grade masonry, repelling water seepage and wind-driven rain and preventing dirt and soot accumulations.

August Contracts Show 23% Increase Over '57

August construction contracts in the United States totalled \$3,466,576,000, an increase of 23 per cent above the same month of last year, according to the F. W. Dodge Corp.

According to Dodge Vice-Chairman Thomas S. Holden, the past four months have been the highest ever reported.

Totals for the first eight months of 1958, with percentage changes from the corresponding period of last year, are: non-residential, \$7,624,337,000, down 4 per cent; residential, \$9,500,035,000, up 5 per cent; heavy engineering, \$6,674,136,000, up 17 per cent; total construction, \$23,798,508,000, up 5 per cent.

Keene of Huttig Passes

Paul S. Keene, 66, recently retired salesman for Huttig Sash & Door Co., Louisville, Ky., died Sept. 13 in Louisville. A native of Dexter, Mo., Keene retired in July after 46 years as a traveling lumber salesman.



NEW U. S. PLYWOOD CORP. OFFICERS — The board of directors of United States Plywood Corp. recently named S. W. Antoville, left, chairman of the board. He succeeds the late Lawrence Ottinger. Antoville had been president since September 1953, and remains executive officer in his new position. At right, is Gene C. Brewer, new president of the company. Associated with U. S. Plywood since 1937, Brewer has been a board member since 1956. He was previously vice-president in charge of West Coast operations.

*More SPA consumer ads selling quality—and that's good
business for dealers and builders!*

**Why a builder insists on
Grade-Marked Southern Pine for his own home**



Ernest B. Norman, Jr., of Aurora Gardens, award-winning New Orleans Community, says: "Nothing is more important than the framing, the actual 'bone structure' that holds a house together. That's why I use Grade-Marked Southern Pine. The SPIB grade-mark means the wood is really dry. I also look for the SPA mark meaning quality lumber from one of the mills of the Southern Pine Association." Homes built with dry, seasoned Southern Pine have stood straight and true for centuries.

Paneling of Southern Pine provides luxurious warmth and rich texture interest in Mr. Norman's den. And you can trust this paneling to stay beautiful. Many Colonial homes, showplaces today, feature the mellow charm of Southern Pine paneling.

See your lumber dealer—insist on Grade-Marked Southern Pine from the mills of the Southern Pine Association

For Free Booklet Write: SPA, Box 1170, New Orleans

**SOUTHERN
PINE
ASSOCIATION**



THESE ARE THE QUALITY MILLS OF THE SOUTHERN PINE ASSOCIATION

ALABAMA

The Allison Lumber Company
Olson Belcher Lbr. Co., Inc.
S. E. Belcher, Inc.
W. A. Belcher Lbr. Co.
W. E. Belcher Lbr. Co.
Clancy Lumber Company
Graham Lumber Company
Jackson Saw Mill Co., Inc.
Ray E. Loper Lumber Company
McMillan Mill Company
McShan Lumber Company
T. R. Miller Mill Co., Inc.
Reid Brothers Lumber Company
Scotch Lumber Company
M. W. Smith Lumber Company
M. W. Smith Sawmill Co.
W. T. Smith Lumber Co., Inc.
Summerville Brothers Lbr. Co.
Horace S. Turner, Jr., Inc.
W. T. Vick Lumber Company
W. J. Word Lumber Company

Bellamy
Brent
Green Pond
Birmingham
Centreville
Grayson
Maplesville
Jackson
Tuscaloosa
Brewton
McShan
Brewton
Evergreen
Fulton
Jackson
Camden
Chapman
Aliceville
Mobile
Hamilton
Scottsboro

ARKANSAS

P. E. Barnes Lumber Company
Bearden Lumber Company
Bradley-Southern Division
Potlatch Forests, Inc.
Crossett Lumber Company
Dierks Forests, Inc.
Fordyce Lumber Company
W. S. Fox & Sons
Fuller Lumber Company
Gurdon Lumber Co., Inc.
Ozan Lumber Company
Reynolds & Draper Lumber Co.
Sturgis Brothers
Urbana Lumber Company
J. L. Williams & Sons
Herman Wilson Lumber Co.

Hamburg
Bearden
Warren
Crossett
Hot Springs
Fordyce
Pine Bluff
Lewisville
Gurdon
Prescott
El Dorado
Manning
Urbana
Sheridan
Leola

FLORIDA

Alger-Sullivan Sawmill Company
Dantzler Lumber & Export Co.
Mutual Lumber Co.
Neal Lumber & Mfg. Co.
Ocala Lumber Sales Co., Inc.
Thomas Lumber & Mfg. Co.

Century
Jacksonville
Jacksonville
Blountstown
Ocala
Quincy

GEORGIA

Alexander Brothers Lumber Co.

Columbus

Augusta Hardwood Co.
The J. N. Bray Company
Ellijay Lumber Company
A. T. Fuller Lumber Co.
Georgia-Pacific Corp.
Holly Springs Lumber Co.
Jeffreys-McElrath Mfg. Co.
Reynolds & Manley Lbr. Co.
Rush Lumber Co.
Shepherd Lumber Corp.
L. B. Springle Lbr. Co.
Sullivan Lumber Co.
Tolleson Lumber Co.

LOUISIANA

J. A. Bentley Lumber Co.
L. L. Brewton Lumber Co.
Ronald A. Coco, Inc.
Crowell Lumber Industries
Harless Lumber Co., Inc.
Hillyer-Duetsch-Edwards, Inc.
A. J. Hodges Industries, Inc.
Hunt Lumber Co., Inc.
L. D. Kellogg Lbr. Co.
Lock-Moore & Co.
Louisiana Long Leaf Lumber Co.
Martin Timber Co.
Roy O. Martin Lbr. Co., Inc.
Carroll W. Maxwell Lumber Co.
Olin Mathieson Chemical Corp.,
(Forest Products Div.)
N. D. Roberts Lbr. Co.
Sabine Lumber Co.
Springhill Lumber Company
Sturgis-Nix Lumber Co.
Tremont Lumber Co.
The Urania Lumber Co., Ltd.
Woodard-Walker Lumber Co.
Woodard-Walker Sawmill Co.

Zimmerman
Winnfield
Baton Rouge
Long Leaf
Lake Charles
Oakdale
Shreveport
Ruston
Alexandria
Lake Charles
Fisher
Castor
Alexandria
Pollock
Shreveport
Alexandria
Zwolle
Springhill
Ruston
Joyce
Urania
Taylor
Heflin

MISSISSIPPI

Bailey Lumber Co.
Crosby Lumber & Mfg. Co.
The L. N. Dantzler Lumber Co.
A. DeWeese Lumber Co., Inc.
D. L. Fair Lumber Co.
Joe N. Miles & Sons

Laurel
Crosby
Perkinston
Philadelphia
Louisville
Lumberton

MISSOURI

Dierks Forests, Inc.

Kansas City

Fleishel Lumber Co.
International Paper Co.
(Long-Bell Division)

St. Louis
Kansas City

NORTH CAROLINA

Evans Lumber Co.
L. R. Foreman & Sons Lumber Co.
Hutton & Bourbonnais Co.
W. P. Morris Lumber Co.

Nashville
Elizabeth City
Hickory
Jackson

SOUTH CAROLINA

Dargan Lumber Mfg. Co.
Flack-Jones Lumber Co., Inc.
Holly Hill Lumber Co.
Lightsey Brothers
Carl W. Mullis Lbr. Co.
Russellville Lbr. Co.
Tilghman Lumber Co.
C. M. Tucker Lumber Corp.

Conway
Monck's Corner
Holly Hill
Miley
Lancaster
Sumter
Sellers
Pageland

TENNESSEE

E. L. Bruce Co., Inc.
Vestal Lumber & Mfg. Co., Inc.

Memphis
Knoxville

TEXAS

Allen-Peavy Lumber Co.
Anderson Mfg. Co.
Angelina County Lumber Co.
Angelina County Lbr. Co., (Jasper Div.)
Atlanta Lumber Co.
Boettcher Lumber Co.
W. T. Carter & Brother
Ealand-Wood Lumber Co.
Edens-Birch Div.
Southwest Lumber Mills, Inc.
Grogan Bros. Lumber Co.
Grogan-Cochran Lumber Co.
Lacy H. Hunt Lumber Co.
Kirby Lumber Corp.
L. & M. Lumber Co.
The Lutcher & Moore Lumber Co.
Southern Pine Lumber Co.
Williams Lumber Co.

Kountze
Tenaha
Keltys
Jasper
Atlanta
Huntsville
Houston
Jasper
Corrigan
Conroe
Magnolia
Nacogdoches
Houston
Willis
Orange
Diboll
Cleveland

VIRGINIA

Barnes Lumber Corp.
Union Bag-Camp Paper Corp.
The Williams & McKeithan Lbr. Co.

Charlottesville
Franklin
Lynchburg

SPA mills also support The National Wood Promotion program

INDUSTRY NEWS

(Continued from page 16)

Atlanta Adopts Standard For Ready-Mix Concrete

The Atlanta, Ga., chapter of the Construction Specifications Institute recently scored a meaningful "first" in the American construction industry.

The group introduced what is reportedly the first urban standard "specification for ready-mixed structural concrete" in the Georgia capital city. The new ready-mix standard was worked out by a Concrete Advisory Board, comprised of eight participating organizations: Concrete Producers Assn., American Institute of Architects, Associated General Contractors, City Building Inspection Department, Construction Specifications Institute, Consulting Engineers Assn., Portland Cement Assn., and local testing laboratories.

Cooperating with the group in drawing up the new specification were technical experts of the American Concrete Institute and the Portland Cement Assn.

Building Permits Soar To New High in Miami

Miami, Fla., seems assured of its second record-shattering building period since 1925.

The city reportedly set an all-time fiscal year record for construction in the fiscal year of 1957-58, with \$64,252,931 in permits. This tops the previous high set in 1925 by \$4,267,661.

The beginning of the 1958-59 fiscal year on July 31 saw the an-



BILL HENSON has been appointed assistant sales manager of the Van-Packer Co., division of the Flintkote Co. Since 1953, Henson has been a Van-Packer salesman in the South-eastern territory, with headquarters in Jacksonville, Fla.

Van-Packer, manufacturer of prefabricated residential chimneys and industrial smoke stacks, recently moved from Carbon Cliff, Ill., to new office facilities at Chicago Heights, Ill.

nouncement of five government and hospital projects valued at \$17,040,00. Work on the projects will start, according to architects and builders, before Jan. 1. A 138-dwelling housing development was started Aug. 1.

Tenn., Va., Md., Lead South In July Building Contracts

Sixteen of 19 Southern states showed substantial gains in July contracts for future construction, as compared with July, 1957, according to the F. W. Dodge Corp.

Tennessee, Virginia, and Maryland led the race for the biggest percentage of gain over 1957, with increases of 75%, 53%, and 52%, respectively.

Other states with increases in July contracts were: South Carolina, up 32%; Louisiana, 29%; Kentucky, 28%; Alabama, 25%; Arkansas, 10%; Georgia, 8%; Mississippi, 8%; and Florida, 4%.

Exact percentages were not quoted for the District of Columbia, Oklahoma, North Carolina, Texas, or West Virginia, but Dodge reports that each of these states showed a substantial increase.

Only three states fell below the July '57 level. These were Missouri, down 16%; Delaware, 11%; and Kansas, 4%.

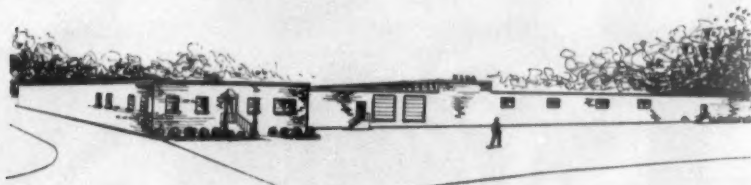
Producers' Council Elects H. Dorn Stewart President

New president of the Producers' Council, Inc., is H. Dorn Stewart, New York City, president of the Barrett Division, Allied Chemical Corp. He succeeds Fred M. Hauserman, Cleveland, Ohio, as chief officer of this national organization of building product manufacturers and associations.

Stewart was chosen, along with four other officers and 13 directors, at the 37th annual meeting of the Producers' Council in Miami, Fla., Sept. 17-19.

Other officers elected included Elmer A. Lundberg, Pittsburgh Plate Glass Co., first vice-president; Henry E. North, Arcadia Metal Products, second vice-president; T. D. Wakefield, the Wakefield Co., secretary; and Harold L. Cramer, Westinghouse Electric Corp., treasurer.

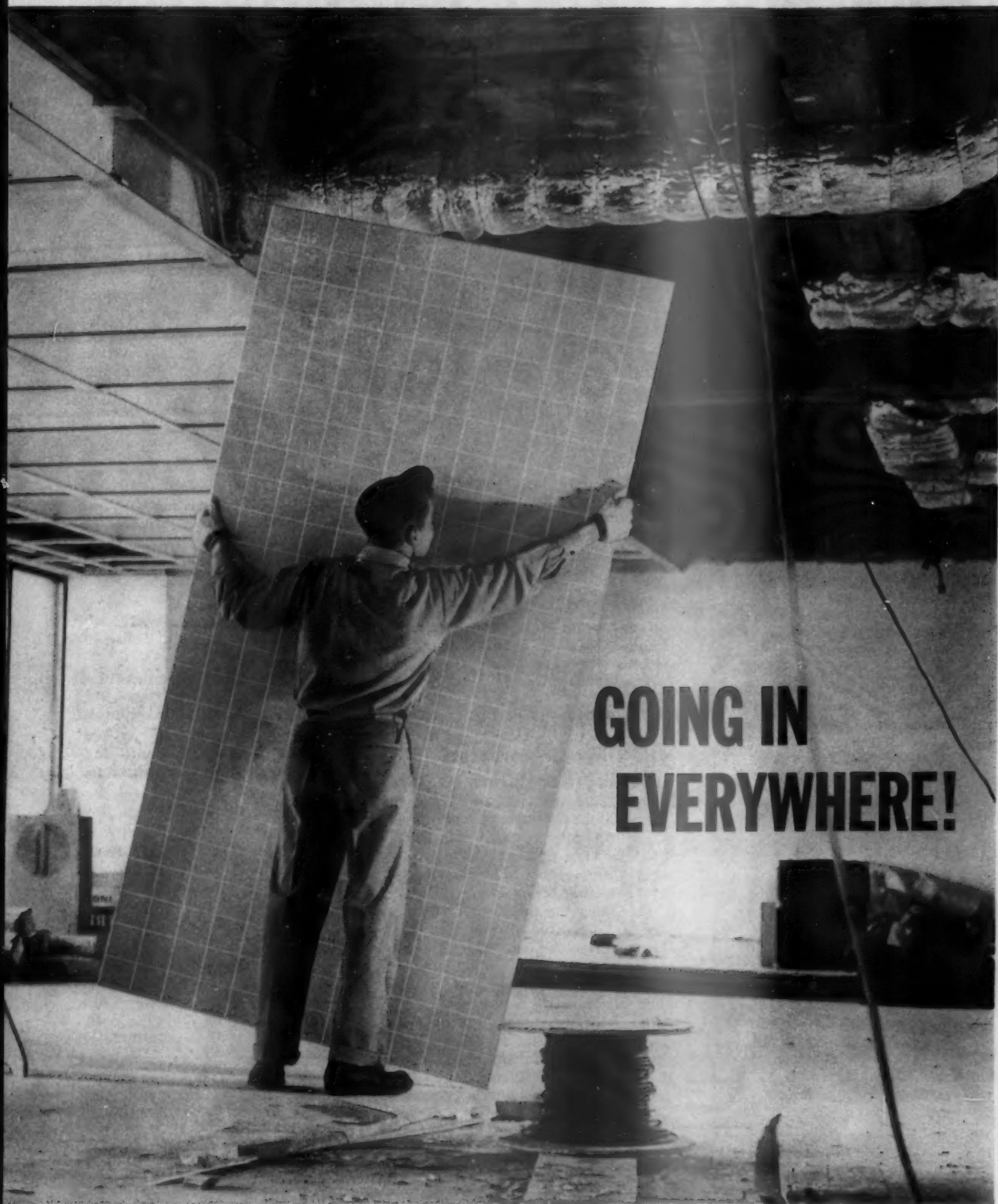
After discussing the problem of developing efficient and economical distribution, the producers drew the general conclusion that the field of distribution offered greater potential for cost saving than did technological developments in manufacturing.



GEORGIA TILEBOARD PLANT UNDER WAY — This architect's sketch essentially depicts how the Deka Corp.'s new \$350,000 plant in Atlanta will appear after completion early next year. Manufacturer of decorative hardboard, tileboard, and tile, the corporation has been authorized to issue 250,000 shares of common stock to Georgia residents in an expansion program. Included in expansion plans for next year is production of a new-type chalkboard and prefinished plywood paneling.

No other standard fiber glass panel has earned all these seals!

BARCLITE is going inside, story by story, in the newest buildings...home, farm, industrial! Wonderful Barclite is the translucent reinforced fiber glass panel that is recognized for quality...and profits! Nationally advertised to be used for partitions, room dividers, carports, patios, reception room fronts, skylights...and for roofing, siding and glazing. Power-packed merchandising and sales aids help you sell the Barclite building story with proof that Barclite panel is shatterproof—lightweight—and weather resistant. Write up your share of booming Barclite profits now! **BARCLITE CORPORATION OF AMERICA**, Dept S811, Barclay Bldg., New York 51, N. Y.



GOING IN EVERYWHERE!



BARCLAY prefinished plastic coated panels are writing the hottest inside story in wall and ceiling installations...for dealers everywhere! Guaranteed quality means you sell with confidence—your customers stay sold. Barclay's exclusive "590" finish gives a lifetime of rugged wear. Wide range of decorator colors, patterns, wood grains. And dealers are sold on Barclay because they take advantage of Barclay's full color national advertising by using related displays, selling aids, reprints. Contact your distributor now! **BARCLAY MANUFACTURING CO., INC.**, Dept. SB11, Barclay Bldg., N.Y. 51, N.Y.

J-M Anticipates Merger With L.O.F. Glass Fibers

The Johns-Manville Corp. has proposed a merger with L.O.F. Glass Fibers Co. on the basis of one share of its common stock for two and one-half shares of the glass company's common stock.

Directors of L.O.F. Glass Fibers will call a special meeting of its stockholders at the earliest practicable date to ratify the proposed plan, intended to effect a non-taxable exchange of shares.

Operation of L.O.F. Glass Fibers will continue as it is, with R. H. Barnard as president. The company was formed in 1955 by the merger of Glass Fibers, Inc., with the Fiber Glass and Corrugated divisions of Libbey - Owens - Ford Glass Co. Glass Fibers, Inc. was founded in 1944 by Barnard, and based on his development of the Barnard Process of electronic-extrusion for making glass fibers.

The company manufactures thermal and acoustical insulation products, corrosion-control materials, translucent structural glass-reinforced plastic panels, textile yarns for electrical insulation, fabrics, and plastic- and paper-reinforcements.



JAMES D. MORAN has been elected assistant vice-president of the Flintkote Co. He will serve as line assistant to Wilson Harvey, vice-president and general manager of Flintkote's West Coast. Pioneer division, with headquarters in Los Angeles. Moran will continue in charge of legal functions and supervision of the division's public relations, industrial relations, and advertising. He joined Flintkote in New York in 1950.

HIC Director Foresees Retailing Revolution

Sale of improvement and modernization materials will soon grow to twice its present volume — largely as a result of dramatically new retailing techniques.

That was the prediction of Don Moore, executive director of the Home Improvement Council, at a recent American Management Assn. conference in New York City. He named "package selling" as the heart of the revolution.

In an effort to accelerate the spread of this and other new retailing techniques throughout the country, the HIC plans a recognition or certification program for outstanding dealers who provide complete, reliable home improvement service, Moore said.

Objectives of the program will be manifold: To create new package-selling home improvement retailers, and to provide those that exist with every possible assistance in selling, advertising, sales training, financing and other areas of business management.



JAMES MAGRUDER has been appointed Florida sales representative for the W. S. Dickey Clay Manufacturing Co. He succeeds Rexford Seay, who is joining Dickey's engineering staff. A graduate of Emory University, Magruder has been with Dickey since 1957.

CONVENTION CALENDAR

NOVEMBER 9-12: National Building Material Distributors Assn., Sheraton Hotel, Chicago. Exhibits.

NOVEMBER 12 - 13: Southern Woodwork Assn., Henry Grady Hotel, Atlanta.

NOVEMBER 21-23: Southern Sash and Door Jobbers Assn., Americana Hotel, Bal Harbour, Fla.

NOVEMBER 22 - 25: Building Products Exposition of the National Retail Lumber Dealers Assn., International Amphitheatre, Chicago.

JANUARY 8-10: National Ornamental Iron Manufacturers Assn., Atlanta Biltmore Hotel, Atlanta, Ga. Exhibits.

JANUARY 12-14: Kentucky Retail Lumber Dealers Assn., Kentucky Hotel, Louisville. Exhibits.

JANUARY 18-22: National Association of Home Builders, Coliseum, Chicago. Exhibits.

JANUARY 25-28: Southwestern Lumbermen's Assn., Municipal Auditorium, Kansas City, Mo. Exhibits.

FEBRUARY 4-6: Middle Atlantic Lumbermen's Assn., Chalfonte-Haddon Hall, Atlantic City. Exhibits.

FEBRUARY 4-6: Home Improvement Products Show, Coliseum, New York City. Exhibits.

FEBRUARY 15-17: Mid-South Convention and Building Material Show, Municipal Auditorium, Memphis, Tenn. Sponsored by Tennessee Building Materials Assn.

FEBRUARY 18-20: Virginia Building Material Assn., Hotel Roanoke, Roanoke.

FEBRUARY 24-26: Carolina Lumber and Building Supply Assn., Columbia Township Auditorium, Columbia, S. C. Exhibits.

MARCH 5-7: West Virginia Lumber and Builders Supply Dealers Assn., Hotel Prichard, Huntington, W. Va. Exhibits.

MARCH 17-19: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans. Exhibits.

MARCH 19-21: Southeast Trade Exposition (Sheet Metal-Roofing-Heating-Air Conditioning Contractors' Assn.), Atlanta Biltmore Hotel, Atlanta, Ga. Exhibits.

APRIL 2-3: Kansas Lumbermen's Assn., Lamer Hotel, Salina.

TIRED OF TOTING THOSE LONG ROLLS?

Many of our customers were. That's why all of us listed here are so pleased to handle the Kordite line of polyethylene sheeting.



16 1/2-ft. wide Kordite in a small, convenient package.

16 1/2-ft. wide Brand X packed in a long, hard-to-handle carton.

ALABAMA:

BIRMINGHAM SASH AND DOOR CO.
901 N. 28th St., Birmingham
McPHILLIPS MANUFACTURING CO.
P. O. Box 169, Mobile

ARKANSAS:

FORT SMITH SASH AND DOOR CO.
300 Rogers Ave., Fort Smith
SCOTT SASH AND DOOR CO.
P. O. Box 787, Little Rock

FLORIDA:

DIXIE PLYWOOD CO.
Tampa
A. H. RAMSEY & SONS, INC.
71 N. W. 11th Terr., Miami
A. H. RAMSEY & SONS, INC.
905 8th Ave., Palmetto
TIMBER PRODUCTS CO.
Orlando

GEORGIA:

ADDISON-RUDESAL, INC.
717 Ashby St. N. W., Atlanta

MISSISSIPPI:

JACKSON WHOLESALE SUPPLY CO.
230 Thompson St., Jackson

NORTH CAROLINA:

MILLER MILLWORK CORP.
300 Rampart St., Charlotte

SOUTH CAROLINA:

SOUTHERN SASH AND DOOR CO.
Greenville

TENNESSEE:

CENTRAL WOODWORK, INC.
P. O. Box 3807, Memphis

VIRGINIA:

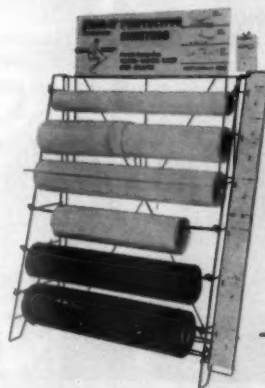
DALTON-BUNDY CO.
1324 Ballentine Blvd., Norfolk
ROANOKE SASH AND DOOR CO.
1216 Third St. S. E., Roanoke

SEE THE DIFFERENCE in these two rolls of 16 1/2-ft. wide film.

It's easy to see why Kordite's exclusive MULTI-FOLD has made our handling and warehousing twice as easy and economical. A 16 1/2-ft. by 100-ft. roll, for example, comes in a carton just over 4-ft. long. We've also found that the Patented Dispensing Carton with cutting edge is a big help to convenience-minded customers.

Our customers appreciate, and yours will, too, the Kordite edgeprinting which shows at a glance how much film you've unrolled, as well as its thickness and width.

This exclusive self-service display rack takes the work out of selling polyethylene from the roll and just leaves you the profit. What's more, you pay nothing for the rack—just buy the rolls that go on it.



ASK ONE OF OUR MEN

for more information on the Kordite line, or simply fill in this coupon and send to Kordite Corp., Macedon, N. Y. (Building Products Division).

Yes, I'd like more information on Kordite polyethylene sheeting

Name.....

Street.....

City and State.....

KORDITE CORPORATION, MACEDON, NEW YORK

INDUSTRY NEWS

(Continued from page 22)

MOVING UP in the industry

Dow Chemical Co. . . . G. J. WILLIAMS has been appointed sales manager of the company's plastics department. He succeeds DONALD L. GIBB, who will assume new duties as a special company consultant. Williams joined Dow in 1948 as an attorney. He has been assistant to Gibb since 1956.

Masonite Corp. . . . W. R. NELSON has been appointed staff assistant to D. J. Gray, vice-president and general manager of the Laurel, Miss., hardboard plant of this panel products manufacturer. Nelson earlier served as staff engineer and manager of branch warehouse operations for the Crane Co.

General Tire & Rubber Co. . . . WAYNE H. THORNE has been promoted to product manager, Bolta-Wall and Bolta-Top, for this Akron, Ohio firm. He succeeds Paul R. Hofmann, formerly Midwest division manager for building materials. Thorne has been with General Tire since 1956.

Alpha Portland Cement Co. . . . Newly-appointed assistant superintendent at the Lime Kiln, Md., plant is LUCIUS LILLY. He joined Alpha Portland in 1951, after serving as field engineer on the Chesapeake Bay Bridge project.



Lilly

Fernandez

Miami Window Corp. . . . ART FERNANDEZ has been named director of personnel for the company's main Hialeah factory, its six national district offices, and four subsidiary companies coast-to-coast. He has been plant superintendent for the past three years. MAE REDISH, former chief of payroll section, was named assistant personnel director.

H. K. Porter Co., Inc. . . . J. C. HYDRICK has been named vice-president and general manager of the Disston Division of this Philadelphia manufacturer. Since 1957 he has been assistant general manager of the Riverside-Alloy metal division.

Wood Conversion Co. . . . New district manager for the Detroit building products district of this insulation board products manufacturer is DALE BUSH. Since 1955, he has been manager of the Southern building products district, with headquarters in Atlanta, Ga. Succeeding Bush, as manager of the Southern building products district, is FRANK S. BURGEM, a salesman in the Southern district since 1951.



Burgem

Dill

Flintkote Co. . . . New general sales manager of the Tile-Tex Division of this New York manufacturer of building materials is CHARLES E. DILL. A 12-year veteran of Flintkote, Dill was formerly Southern division sales manager of the Tile-Tex division, with headquarters in New Orleans. He will now headquarter in New York City.

Southwest Manufacturing Co. . . . ROY C. HAUCK has been named president and a director of this Aurora, Mo., manufacturer of heating and air conditioning equipment, a wholly owned subsidiary of the F. E. Myers & Bros. Co. He was formerly general manager of Ingersoll Conditioned Air division, Borg-Warner Corp.

Weyerhaeuser Sales Co. . . . Newly-appointed division manager of the western division of this lumber and building products manufacturer is A. J. DALEY. He will headquarter in Tacoma, Wash. Daley, associated with Weyerhaeuser for 29 years, has been sales manager of the firm's central division for the past seven years.



Jenson

Sodeman

Curtis Companies, Inc. . . . G. A. JENSON has been appointed director of service in charge of inventory control, customer service, and supervision of all field warehouse operations for this woodwork manufacturer. With the company since 1915, he has been assistant treasurer since 1941. L. L. SODEMAN has been named director of product development. He joined Curtis in 1936. In 1956, he was appointed catalog and price list manager, serving in that capacity until 1958, when he became marketing manager.

American Forest Products Industries, Inc. . . . Newly-appointed forester for this association of wood-using industries is YOUNG W. RAINER. Rainer has been forester for the Southern Pulpwood Conservation Assn. for the past three years. He succeeds JOHN C. WITHERSPOON, who resigned to become assistant forester-manager of SPCA in Atlanta.

F. W. Dodge Corp. . . . W. DUDLEY HUNT has joined *Architectural Record* as a senior editor of the Dodge corporation's professional magazine for architects and engineers. Hunt practiced architecture in New Orleans, Anniston, Ala., and Pensacola, Fla., where he has his own firm.

North & Judd Manufacturing Co. . . . As part of the expansion of its Southern sales territory, North & Judd of New Britain, Conn., makers of the Anchor Brand line of industrial and consumer fasteners and metal trimmings, has named JOSEPH L. PANGLE to a territory to include Alabama, Arkansas, Louisiana, Mississippi, and parts of Tennessee, Florida, and Missouri. His headquarters will be at 3065 Marwood Drive, Jackson, Miss.

High Fashion

TRUSCON ALUMINUM WINDOWS

WITH BUILT-IN FEATURES FOR FASTER DEALER SALES

Beautiful, durable Truscon Series 158 Aluminum Double- and Single-Hung Windows set the style for dealer sales and profits.

Designed for modern homemakers...engineered and built for permanence and convenience, Truscon Series 158's are heavy-duty constructed with "plus quality" features at a competitive price level.

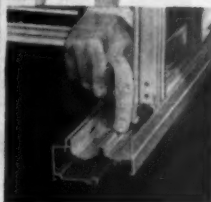
Home owners like the livable appeal of aluminum design.

Home builders like the combination of labor saving economies and competitive prices. Dealers like the sales appeal, sales helps, and Truscon's coast-to-coast warehouse support.

Series 158 Aluminum Windows are but one profit item in the full Truscon line. Learn more about the advantages of Truscon products, program, facilities. Write today.



Truscon Series 158 Aluminum Windows are available in both double-hung and single-hung styles. Fit all types of homes everywhere—frame, masonry, veneer, concrete block, stucco.



Frame sections are heavier, stronger, made with more aluminum than most windows. Frame corners are extra strong, extra tight—never stick, warp, rattle; work smoothly, silently.



Weatherstripping is made of wool pile. Seals better, wears longer, provides year around comfort, convenience. Nylon buttons between aluminum jamb sections eliminate rattles.



Hardware is solid bronze, burnished, and lacquered. Finish is etched before lacquering, your assurance that the beauty of Truscon Series 158 Aluminum Windows is lasting beauty.



"Quality Approved DH-A2", by the Aluminum Window Manufacturers Association, your assurance of quality materials and workmanship that meet F.H.A. or V.A. home loan specifications.

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Youngstown, Ohio

NAMES YOU CAN BUILD ON



REPUBLIC STEEL CORPORATION TRUSCON DIVISION

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- ☐ Truscon Full-Time Warehouse Support
- ☐ Available Truscon Dealership

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P.O. Box 2098
Guy F. Landes
P.O. Box 2098

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P.O. Box 391

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National Station
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Fred Carder, Jr.
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OKLAHOMA

ARDMORE
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1702 Third - SW

LAWTON
John G. Burnett
1622 No. 24th St.

OKLAHOMA CITY
F. K. Duncan
P.O. Box 3672
2201 Classen Blvd.

TULSA
W. B. Campbell
P.O. Box 253

TENNESSEE

MEMPHIS
Duke Forest Products, Inc.
P.O. Box 6251
213 Plaza Building
3387 Poplar

TEXAS

ABILENE
J. Hunter Lamb
Wooten Hotel

AMARILLO
R. H. Kelly
P.O. Box 214

CORPUS CHRISTI
Joe T. Holland
P.O. Box 1956
101 W. W. Jones Bldg.

DALLAS

Clay Burnett
Burnett Forest Prod. Sales Co.
924 ICT Building

HOUSTON

D. J. Saunders
P.O. Box 1654

SAN ANTONIO
J. P. Hart
P.O. Box 2165
Gibbs Building

TYLER

Morris C. Wells
P.O. Box 461
105 E. Hillsboro

WICHITA FALLS
Clarence L. Moore
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DIERKS SNAP-TITE

the improved removable WOOD window unit

Here's the removable window unit
with all the quality features of the
best double hung window units!
Check these advantages:

- Kiln-dried, penta-treated wood — Frame is made of Arkansas Pine from Dierks vast tree farms; sash of Western Pine. All wood parts are steam kiln-dried, treated with a penta and water-repellent wood-preserving chemical which acts as a partial primer.
- New improved hardware makes window removal and replacement easier than ever. Patented spring balance gives noiseless finger-touch operation.
- Complete weatherstripping—Cross metal weatherstrip in service position at top rail, check and bottom rail. Side jamb weatherstrip is full width one-piece aluminum with four points of contact with sash. Balances attached.
- Bedded and glazed sash — SSB glass and the finest glazing and bedding compounds are used to give the sash a glaze that retains its resilience, does not become brittle.
- Easy assembly — frame assembly is quick and easy and Dierks Pine has excellent nail-and screw-holding qualities. Only 8 wood screws are needed; these are furnished. Jambs are pre-drilled; frames are adjustable to wall thickness. Triple and triple-picture sills are pre-drilled at mullion centers.
- Smart modern styling blends with any decor — can be easily refinished or repainted to complement change in color scheme.



Easily assembled
with 8 wood screws



Dierks Forests, Inc.

810 Whittington Ave.

Phone National 3-7766

Hot Springs, Arkansas



Deserted dilapidation, at left, was transformed into Live Modern's handsome headquarters, above.

His '1960-Approach' Sells Home Modernizations Now

By Donald L. Moore

Ivan Foley's approach to the building supply market in New Orleans, La., is as modern now as the electronic oven demonstrated daily in one of his three "in-action" model kitchens.

Twelve years of energetic service in the local industry as secretary-treasurer of the R. F. Mestayer Lumber Co. and Modern Homes, Inc., helped him to come up with the 1960 answer to the home modernization market in November, 1958!

Foley's answer to the New Orleans home modernization market is Live Modern, Inc., an apt slogan in itself for this firm name. But Foley and his imaginative, enterprising "partners" and co-members of the firm's board of directors go even further by spelling out their total purpose in a slogan on their letterheads and advertisements:

"Your Center for Home Planning

and Improvements — Design . . .
Materials . . . Construction . . .
Financing."

Their corporation charter will permit them to carry on as a prime contractor and builder, to sell, lease, and buy real estate. Basically, however, their business is to sell building materials and equipment by centralizing the entire home construction or modernization job. They fulfill their slogan by following through for their customers, not only on material selection and purchase, but on design, construction, and financing, as well.

Live Modern, Inc., is housed in a permanent model home at 5130 Freret St. in New Orleans. It is located in the center of this city's most prosperous and active residential section. Foley's team, by survey, found such section to offer 50 per cent of the city's prospects for (1) home remodeling and modernization, and (2) new residences.

They bought a white frame story-and-half duplex that clearly

**SOUTHERN
BUILDING
SUPPLIES**

November, 1958

showed its 50-odd years of service, most recently as a four-unit apartment. All the expert training and know-how of the Foley team was concentrated on transforming the structure into a "modern-living" headquarters.

Live Modern, Inc., headquarters are "right before" these prospects as they go to and from their homes. Office hours are from 9 a.m. to 6 p.m. seven days a week — but company employees begin work at 8 a.m., figuring jobs, putting the model home and showroom in order, and delivering orders to



Public entrance to permanent model home (and sales offices) of Live Modern, Inc., in New Orleans, is at side, as shown here. Modern entrance doors flank plate-glass windows, through which are visible intriguing rotating displays, seen below. Iron-railed porch faces small patio with pool. Top photo, below, shows kitchen corner in old dilapidated house. Lower picture shows rotating displays of bath accessories and builders hardware. Planning desk and model kitchens are in background.

Live Modern packaged jobs.

During the gala opening of the company in August, a total of 1,600 persons registered for substantial, handsome prizes. In registering via a Live Modern, Inc., 60-Second Quiz, they built up a ready prospect list for the dealership. Their quiz answers revealed whether they owned or rented their homes; lived in a single or multiple-family dwelling; planned to buy a home within six months, a year, or two years; sought a new home or older home; planned to add rooms to present home; planned to remodel any rooms — and which rooms; when they anticipated starting such work — already, within three months, six months, one year, or indefinitely; and what they considered to be the most outstanding features in this home planning center.

Live Modern representatives, by telephone and personal calls, are cashing in on these quiz findings, according to Vice-President and Secretary Herbert W. Oliver, who is, in effect, the firm's sales manager. He admits that many are
(Continued on page 85)

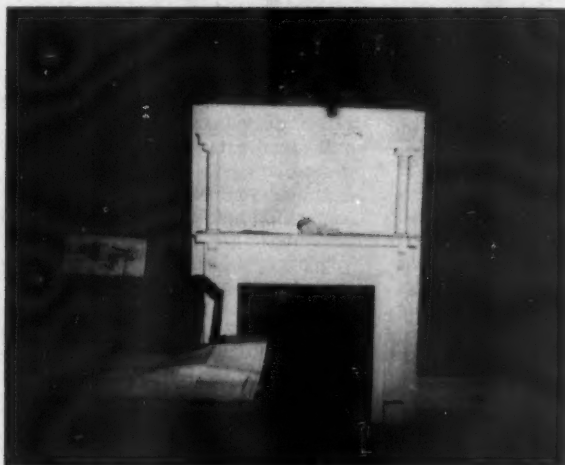


Principal owners and directors of Live Modern, Inc., at right, go over final plans for their model home. The quartet includes (l. to r.) Herbert W. Oliver, vice-president and secretary; Ivan Foley, president; Edward J. Delery, vice-president and treasurer; and Oliver S. Delery, director and attorney. Fifth board member is an architect, M. Wayne Stoffle.



Modern showroom at Live Modern is 20' x 32'. At left, President Foley, right, and Vice-President Oliver check paint literature in rack on perforated wall. Paint stock and display is in this area. Rest of showroom will display tools, builders hardware, and other materials. Showroom is at rear, opening off model kitchen section.

Necessary transformation occurring in this New Orleans firm's home is evidenced below. At left, is front "living room" in former duplex apartment. At right, are modern displays of materials. Lady inspects ceramic tile samples on swinging panels. Contractor in rear chooses precise colors from paint selector. Full-range of floor tile samples is on panel at right. Planning table is in center.



This "hodgepodge" attic of the old New Orleans home was transformed by Live Modern experts into smart, open office area, shown at right. In foreground, President Foley and Secretary Oliver confer, while purchasing agent checks order with receptionist-clerk in rear. In front of them are model rest rooms where even more building supplies may be seen "in use." At their right is the model conference room pictured on opposite page. Fluorescent lighting brings all materials and supplies into "natural view." Acoustic tile displays ceiling, and controls sound and temperature in humid New Orleans.





For this yard's money — —

TV-Advertising Is Tops!

Management at the North Side Lumber Co. in Wichita Falls, Texas, is so thoroughly sold on television as a medium of advertising, that the weekly bill of \$120 is considered an unusually good investment.

That is the cost of a five-minute news program at noon, five days a week, over KFDX in Wichita Falls. The entire five minutes is not devoted to news broadcasts, for the announcer takes times out to make viewers acquainted with key personnel at the North Side yard. He does this in an informal manner that impels viewers to the first-name approach to yard personnel. This earthy sort of introduction convinces viewers that North Side is an altogether friendly lumber yard.

H. F. Scott and R. W. Muse, co-managers of the yard, say that on the basis of results produced, TV is beyond comparison with radio and newspaper advertising.

"Do we get our money back!" said Scott, echoing a question. "I should say we do. No other form of advertising will get the job done like TV.

"Why, we used to spend a lot of money in the newspapers and over the radio, but we never were able to determine what good, if any, it was."

Muse pointed to some specific results.

"We were the first yard in Wichita Falls to stock and sell

By Baron Creager
Southwestern Editor

shade screening," he said. "It would be difficult to go back and dig out the figures on what we did with shade screening after we advertised it on TV. But we sold plenty before all the other yards followed our lead and stocked the same screening.

"Then we also featured air conditioning pads over TV. Material for that padding, which filters the air, comes in rolls 100 feet long by either 36" or 42".

"We sold more than 100 rolls of

that padding, or more than 10,000 linear-feet, in one season as a result of television advertising."

It should be explained here that in the dry Wichita Falls climate, evaporative cooling is quite satisfactory; hence the demand for such padding.

Scott and Muse say that if a certain television program is ever made available again, they will snap it up. This program, known to them as "Walt's Work Shop," was the most productive promotion of all. It was forced out of circulation, they were told, because of difficulty between the producers and a
(Continued on page 85)

R. W. Muse, left, and H. F. Scott, co-managers of the North Side Lumber Co. in Wichita Falls, Texas, display some of the do-it-yourself plans that attracted attention and pulled in much correspondence from Oklahoma, Arkansas, and Texas TV viewers.



By smoking out objections —

You Can Close More Sales

By Jack Bedford

You will probably disagree with the following sales statistics!

Sales researchers reveal that only 7 per cent of your customers buying lumber and building materials buy on price alone. The other 93% consider price; but quality, durability, service, and pride are also prime factors in reaching a final buying decision.

You will probably disagree with these sales statistics. You can cite case-after-case from your own personal sales experience where price was vital. You may knock the 7 per cent price appeal theory into a cocked hat. In fact, you may have facts and figures to prove that seven out of ten customers raise a price objection when buying building supplies.

Which is right?

Is the ivory-tower theory of 7 per cent true? Or, is the practical down-to-earth experience of successful building supply dealers like you right?

Both are right!

You probably encounter many price objections in your selling. People are price conscious. Yet, this may not be the only reason or the "real" reason a customer hesitates to buy. The "key" problem in your customer's hesitancy to buy building supplies may be something other than price. Your customer may "voice" a price objection and be thinking of some other "hidden" objection.

For instance, your customer may "voice" the standard objection: "Your price is too high." As a building supply dealer, you have heard these words time-after-time. It knocks the stuffing out of the 7 per cent price theory.

However, let's analyze this price objection away from the excitement of the sale:

Why does the customer "voice" this objection?

What is his "hidden" objection?



The customer might "voice" this objection for any one of the following hidden reasons:

1. He does not have enough money to buy right now.
2. He may think he can buy the same thing for less someplace else.
3. He may not understand all of the value he is getting when he buys from you.
4. He may not like something else and use the "price objection" as an excuse for not buying.
5. He may not have the authority to make a final buying decision and use this objection to save face.

To get below the surface of the "voiced" objection and to discover the "hidden" reason, you need to *smoke out the real objection*. Here is the sales strategy successful salesmen use:

LISTEN TO OBJECTION

A customer might say, "Your price is too much higher." If you do not listen carefully, you may miss the word "higher" which is the key to this customer's objec-

tion. This, of course, indicates a comparison of price with some other product. "Too much" probably indicates that the customer has a doubt about this comparison being for the same quality.

By listening to the exact words your customer uses in his voiced objection, you will be able to smoke out the "hidden" objection. This will give you a clue for a way to handle your answer. In this case, the customer raises a price objection on a comparative basis. There is a key given to how to handle it in the customer's doubt about quality.

Another thing to listen for when a customer "voices" an objection is the tone of voice. Customers use a different tone of voice when their "hidden" objection is not on price. For instance, consider the following examples of different emphasis on the same statement:

"Your price is too high."

In this instance, the customer's real objection is that competition has the same thing for less money. By stressing "your" and "too," the

customer indicates that he has compared prices and finds your price to be out of line.

"Your price is too high."

In this statement, the customer puts the emphasis on "price" and "high," indicating that this particular thing is more than he can afford. Or, it might indicate that the price is more than the value he can see in it. Knowing this makes it easy for you to proceed to point out the quality features. Or, you can work out some payment plan that will fit your customer's needs.

When you listen carefully to the exact words your customer uses, to his tone of voice, and to the emphasis he puts on different words, you will have a good idea of what the customer's "real" objection is. By listening carefully to what and to how a customer "voices" his objection, you will smoke out his "hidden" objections.

PAUSE FOR INFORMATION

You can light a smudge pot to smoke out your customer's "real" objections with a pause and an expectant expression. For instance, after your customer has raised some objection about what you are selling, you do not start with an answer to this objection. Instead, you look at the customer as if you expected him to go on with more details about what he said about the building materials you are selling.

When the pause becomes noticeable, there is plenty of time to go on with your answer. Even though the customer does not further clarify his objection, you have a point in your favor.

You paused.

The customer assumes that you are considering your answer carefully. When you answer the objection, your customer will accept it better because of this evidence of thought you gave it.

Here's another technique to smoke out more information you may want to use at this point. Pause, look at your customer with an expectant expression, and then ask, "Yes?"

This question has a hook and it helps pull out the "hidden" reason why your customer is hesitating to buy. The customer feels that you are sympathetic with his objection. He will be more inclined to amplify his statement and to give you his real "hidden" reason for not buying now.

(Continued on page 84)

Their Private Flying Multiplies Sales



Designed as an "office in the sky," this new lightweight twin-engine Cessna 310B is one of five aircraft in the fleet owned by Southern Sash.

An Alabama window manufacturer, Southern Sash Sales & Supply Co., Inc., sells through the air with the greatest of ease!

Private flying among business executives is much in the news right now. But it's nothing new at Southern Sash, which headquarters in Sheffield, Ala., where the company manufactures and guides worldwide distribution of the Ualco line of aluminum windows.

Southern Sash entered the private flying picture early. Only eleven years old, the firm acquired its first plane after less than one year of operation, and it now has five.

The aircraft are used in maintaining smooth liaison in the far-flung network of Southern Sash warehouse-sales offices — besides the Sheffield home office and plants there are ten other company-owned distribution points in Ohio, New Jersey, Florida, California, and Alabama.

The most recent addition to the fleet is a Cessna 310B, shown above, a lightweight twin-engine plane. Designed as an "office in the sky," it has a wing span of 36 feet and a cruising speed of more than 210 miles per hour.

Southern Sash employs two full-time pilots, and in addition, several of the company's executives are experienced aviators, with a total of well over twenty-five thousand hours of logged flying-time.

Another of the aluminum window-maker's aircraft, a twin-engine Aero-Commander, similar to the one President Eisenhower flies between Washington and his Gettysburg farm, recently was used

in a unique business and goodwill flight from Sheffield to Europe. Elton H. Darby, president of Southern Sash, and his administrative assistant and pilot, J. W. Beasley, toured European trade capitals, setting up new distributors and calling informally on a number of industrialists this side of the Iron Curtain.

They brought back stories of an industrial community far vaster and more modern than they believe most Americans realize. Private flying for business purposes, however, appears to have been retarded in free Europe by trade barriers; it's hoped that these will be lowered soon, though, and that there will result a sharp rise in commercial connections between countries and an increase, too, in flying contact among European executives.

Too, the company's air fleet provides extra-fast service to customers in a hurry, making deliveries and rushing salesmen and engineers to the offices of architects and independent distributors, and to contractors' job sites, for hurry-up consultations.

The planes also make possible speedy setting up of sales meetings. Division managers and their staffs can be shunted to central points in quick time for conferences; then flown back to their home bases without long absences.

A recent incident pointed up the importance of the Southern Sash private plane fleet pretty graphically. A California architect had specified a special, new type of window. The contractor wanted a sample window to present for the

(Continued on page 83)

Annual wood-scrap giveaway is his

Volume-Boosting Formula

By L. H. Houck



About two years ago a small ad was inserted in the local newspaper by Erickson Building Supply, Inc., Clay Center, Kan., offering to give away wood scraps from its planing mill to anybody who would come and get them.

On the day the ad appeared, residents were surprised to see a double line more than a block long outside the lumber company's doors.

If company officials were astounded at the crowd, they were not surprised at the publicity and new-customer value of this scrap lumber give away. They had been doing it since the firm was established almost 50 years ago.

John Erickson — now retired, and father of the present head of the business, John A. Erickson — started the firm as a planing mill, and there were those in the line-up waiting for free lumber that earlier received their first kite sticks from Erickson.

Erickson always made it a habit to save scraps that could be used by others and to give them away.

He taught the youngsters how to make kites and then gave them the materials.

Ordinarily, the scraps were carried out as fast as they accumulated, but two years ago, the firm completed an extra large cabinet job at Fort Riley and had an extra large number of scraps — hence the ad — and the scraps were carried away in less than two days.

Erickson's runs about half specialty millwork and half lumber and building supplies.

Young Erickson is a member of

the Architectural Woodworking Institute, president of its Missouri-Kansas chapter.

Giving away scraps is only a small part of his constant promotional program, which includes aggressive contact with every new-comer in the area, either in person or by direct mail, which is used heavily.

Erickson recently constructed a \$5,000 exhaust system for its sawdust. The sawdust is deposited in a large outside overhead bin, under which a truck can drive.

(Continued on page 84)

President John A. Erickson, left, of Erickson Building Supply, Clay Center, Kan., believes that resourceful sincerity expressed to customers is public relations at its best. Below, he supplies a young carpenter with free plywood scraps, saved from the sawmill for just such purpose.





The Coman Lumber Co. of Durham, N. C., finds that a prefabricated garden house yields year - 'round profits and provides slack-season production for its workers

Prefabricated Profit-Maker

By Billy Arthur

A prefabricated 6x8-foot garden house, primarily planned as a Christmas business - booster, has provided additional spring, summer, and fall profits for the Coman Lumber Co. of Durham and Chapel Hill, N. C.

Here's how it answered the question, "What can we give the family for Christmas?"

Two carpenter crews regularly employed by the firm were kept busy during the bad-weather days of late fall and winter as they produced the prefab sections.

The garden houses sold right along through the spring and summer for the purposes for which they were designed and as storage structures for camp sites.

"We sold about 10 around Christmas and about 10 since," said Vice-President James H. Coman Jr. "It has meant more than \$3,500 worth of business, and the nice thing about it is that we produced them from scrap and reject lumber, at times when our carpenter crews would otherwise have been idle."

Introduced at Christmas time, the promotion theme stressed such angles as a gift for the family, usefulness, do-it-yourself economy, ease of erection, choice of roof and paint colors.

They were offered in a package-deal, including four concrete footing blocks, seven prefabricated sections, shingles, paint, bolts, and nails for \$169.95 — or, completed and installed by Coman for \$200.

Coman explained how the garden house idea developed: "I read what other lumber companies and building supply people were doing. We try to keep abreast of all forms of merchandising. I saw where somebody else had prefabricated such a house and figured it might work into our Christmas promotion. We found a long time ago that we, a lumber and building supply firm, were not getting our share of the Christmas trade, although a lot of people like to give something for the home at Christmas.

"But they don't give a door and they don't give new hardware. We figured the house had possibilities as a bunk house, playhouse or storage house, but those names indicated the use was limited. Then, we realized that some families liked do-it-yourself things for family projects.

"We decided if we called it a garden house, the name would indicate it could be used for any number of things by the man, the wife, and the children, and we could promote it as a father-son do-it-yourself house that they could work on from time to time."

A half-dozen, fully-erected and painted garden houses were displayed in the Coman company yard to show paint colors, and one completed unit was set up in the bright attractive sales room. A picture of

that one was featured when Coman broke its Christmas newspaper advertising. Radio spots were also used.

Meantime, an illustrated 11-step instruction sheet for putting the prefabricated units together had been so designed and worded that it could be used for direct-mail. It was sent to a select list of people known to have modern type houses with carports instead of garages and little or no storage area.

The combination instruction-mailing piece showed by drawings and words how to set the blocks, lay the floor on them, stand the sidewall sections, slide on and bolt the room and all sections, and nail on the shingles. It also contained the price of the prefab package.

"We figured the people to whom it was mailed needed a place to keep the lawn mower and garden tools, or they might determine for themselves how it could be used as a playhouse or bunk house," Coman said. "We also found out this spring that some of them were purchased for storage huts at camp sites where people could lock up things, like oars, cans, and pumps which they didn't want in the house."

Coman believes he could have sold more of the units, but the carpenter crews have not had time to turn them out. The two crews are kept as a public service to do "nuisance" jobs which contractors don't

(Continued on page 83)

It's easy to erect a COMAN garden house !



1. Cement blocks just set in the ground make good foundation piers.



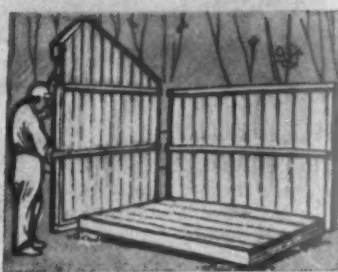
2. The floor comes ready to set.



3. Be sure to level floor section.



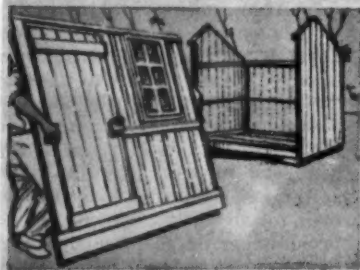
4. Stand rear wall section in place.



5. Then an end wall section.



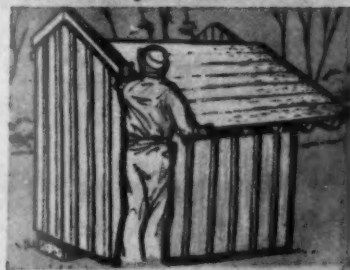
6. Now the other end (bolting the corners together.)



7. Bring over the front.



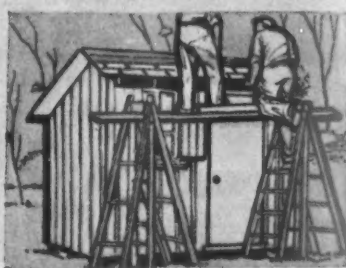
8. And put it into place.



9. Slide the rear roof section on.



10. Now the front roof section.



11. Nail on the shingles and you're done !

PREFAB SECTIONS.
CHOICE OF ROOF COLORS.
CHOICE OF PAINT COLORS.

only
\$169.95
Delivered

COMAN
LUMBER CO.

Durham, East Durham and
Chapel Hill

This 11-step illustrated instruction sheet on Coman's garden house was used last Christmas season as a direct-mail stuffer. It was sent to a select list of customers known to have contemporary homes with carports (not garages) and with little or no storage space. Note how instruction sheet, by drawings and easy directions, simplifies "sound" of construction for the D-I-Y — from setting blocks for floors to nailing on shingles. Customers thus far showing the

greatest enthusiasm have been those needing a place to keep the lawn mower and garden tools, as well as others in the market for camp site storage huts, where gas cans, pumps, and oars may be locked up. Planned as a Christmas business-booster, the 6x8-foot prefab house sold on through the spring and summer. By July, the company had sold about 20 of the houses, totaling about \$3,500 worth of business, according to Vice-President Jim Coman Jr.



A. M. Bryant of Summerville, Ga., backs up his claim of "the biggest lumber family in the world" with eight children actively employed in his Bryant and Sons Lumber Co. Standing, left to right, are Grady, painter for the company;



Jack, carpenter; Bill, electrician; Bryant Sr.; Johnnie, head carpenter; and Ed, superintendent. Kneeling, are Norman, salesman in the retail store; and Gardener, the only son not presently engaged in the Summerville business.

Lumber's Largest Family

The reputation for having the world's largest family in the lumber business is claimed by A. M. Bryant, owner of Bryant and Sons Lumber Co., Summerville, Ga.

When he put "sons" in the title of his company, Bryant really meant sons, because he has six actively engaged with him in business. Another is a linotype operator in Texas.

In addition to the sons, the Bryant's also have two daughters, who attend to the bookkeeping and office detail for the business.

For most of his life, Bryant has been a building contractor. The slogan "Let Bryant Do It," became well known in the community, because he not only had know-how

— he also had the manpower. With so many sons, he could virtually do the job, large or small, without hiring outside help. He and the sons have built about half of the houses, business buildings, schools, and churches in the area.

In 1945, to provide more jobs for his sons — jobs which would dovetail with his contracting business — Bryant opened a retail lumber and hardware business on Summerville's main street.

Now Bryant doesn't find it difficult to furnish jobs for eight children. He recently took the contract for an 80-unit housing project in Summerville, a textile and farming center. One son, Ed, is super-
(Continued on page 85)

Two daughters, Mrs. Dorothy Hande and Mrs. Virginia Alexander, handle the company's bookkeeping and office detail.



Below, two Bryant sons pour splash blocks for an 80-unit housing project now underway in the Summerville area.



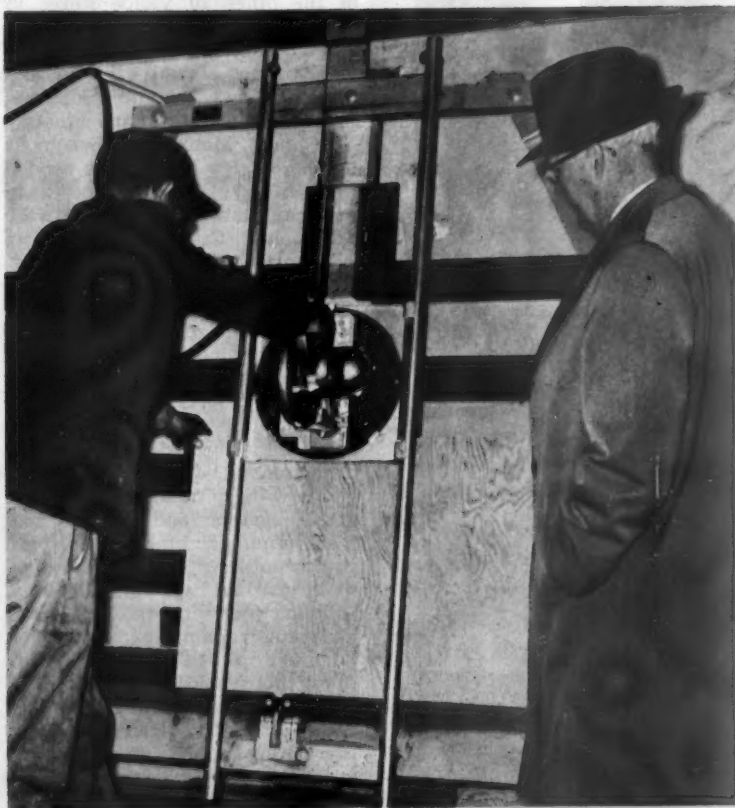


A two-way panel saw at Cole-Hall Lumber Co., Birmingham, Ala., makes for good public relations, as customers are invited to use the saw themselves, or to phone in rush-orders. The saw is adapted to a frame which is set up under a shed in the lumber yard.

At left, co-partner Joe Hall shows a Do-It-Yourself customer how to operate the saw.

Below, a customer watches the saw in operation. The saw provides much faster service for cutting and ripping plywood and other panel materials.

Panel-Saw Public Relations



Cole-Hall Lumber Co. of Birmingham, Ala., a three-year-old progressive building supplies dealer, utilizes a two-way panel saw purchased a year ago as a customer service convenience and a profitable time-saver for the company.

The saw is adapted to a frame which is set up under a shed in the Cole-Hall lumber yard. Through newspaper advertisements and personal contact, the company invites contractors, do-it-yourself workers and home-owners to use the saw themselves or to phone in their rush orders.

Response has been excellent, especially on the rush-order angle, reported partners Bill Cole and Joe Hall. Plywoods, Masonite, Homasote board, and beaver board can be processed with the saw.

Both Cole and Hall report that one man now can cut panels that previously required two men on the cut-off saw. On an order of numerous small pieces of plywood, the required time has been reduced from as much as two hours to 30 minutes.

The panel saw also has increased accuracy, the partners reported, because a board doesn't have to be cut from both sides as on the cut-off.

An engineer-customer may ask accuracy to 1/32" (1/8" is about normal) which the panel saw can provide.

A 6' scale on each side of the unit is adjustable for depth of cut up to 2". It can be turned sideways for ripping, another big time-saver.

In addition to the time-saving angle, Cole and Hall said the saw had brought a definite increase in the sale of plywood and other materials. Customers are using it more as they become familiar with it, and a company employee stays on

hand to give instructions.

The partners saw the unit on display at the 1957 Southeastern dealer convention, and decided it would fill a definite need. The cost of the 18" model was about \$337, and well worth the price, they reported.

In operation for three years, the Cole-Hall company already has earned a reputation as a progressive dealer. The company has a modern, attractive display room, provides prompt service on any size order, advertises, and promotes drop-in trade. The partners

try to stay abreast of the trade by attending and participating in industry conventions.

Because carpenters often are lax about following up customer leads, Cole-Hall experimentally began taking on small repair jobs, and found them profitable. Either of the partners estimates a job, and a Cole-Hall carpenter does the repairs.

"Promptness and alertness are as important in the building supplies business as in any other," the partners emphasized.

'Don't throw away those old catalogs,' supplier advises



One valuable rule at the Vance Supply Co. in Abingdon, Va., is to save every old catalog—even after new additions arrive. The reason for this, according to Manager Roy C. Brown, is that just as sure as one is thrown away, along comes a customer who wants a replacement or repair part that cannot be identified or traced without access to an old catalog. Like most of the other 10 Vance stores in southwestern Virginia towns, the Abingdon firm sells varied and extensive lines of hardware, plumbing, heating, building supplies, feed, seed, and farm machinery.

In photo, Manager Brown looks up the catalog source of a needed item in bin of reference bookcase in background. At right, hardware salesman T. C. Caldwell looks up a plumbing replacement fitting. This "library" is located in corner of Vance store, next to bookkeeping and management offices. The current catalogs are kept handy at hardware and building sales counters.

The catalogs in the reference bookcase are grouped according to departmental subjects. These include: wire products, heavy iron goods, leather and harness and team supplies, pumps and barn equipment, heavy tools, mechanics' tools, building hardware, electrical supplies, plumbing, heating, stoves and ranges, paints and varnishes, lawn and garden and poultry supplies, household supplies, house furnishings, electrical appliances, wares and gifts, cutlery, auto and lubricating supplies, sporting goods and toys, building supplies, feed and seed, fertilizer, and machinery.

By S. W. Ellis



A good response-getter to winter promotion at Greer Lumber Co., Stuttgart, Ark., is this disappearing stairway, displayed in the center of the store. P. C. Greer, right, demonstrates the stairway to a customer.

At lower right, a customer looks at wallpaper samples, another indoor home improvement item that Greer promotes on daily radio spots, along with the company's weekly payment plan.

Promote Indoor Projects

Beating seasonal declines in volume was one incentive that caused the Greer Lumber Co., Stuttgart, Ark., to remodel its sales plan as well as its store.

Now when it rains "cats and dogs" in long stretches, customers still come through its striking front door to pay weekly accounts, to buy more, and to browse through displays that feature competitive items.

Every morning, when the farmer sits down to breakfast, and every evening at 6 p.m., radio weather reports are interspersed with spot announcements aimed to encourage listeners to go to Greer's for supplies that can be used for inside jobs.

"Since we've been promoting specific items," said P. C. Greer,

"we find that the weather doesn't count for much when the item can be used inside."

Paint volume, especially, holds up throughout the year. Greer gives much credit to his radio promotion. But he also insists that his calculated paint displays inspire additional purchases when customers come in to pay their weekly accounts.

Greer's weekly account plan ties right in with his ideas concerning good display of competitive items. He has many of these weekly accounts, carried separately from regular ledger accounts. For accounts under \$100, the regular FHA form is used. The customer is asked to sign, but Greer handles the paper himself. He feels that the FHA form lends dignity to the plan and encourages prompt payments.

The average farmer or householder, he insists, can pay \$5 a week easier than \$20 a month. The plan develops new customers, brings them into the store regularly, and is an excellent way to stimulate revolving account buying.

This weekly payment plan is promoted on the daily weather report commercials. When the weather is bad, people are urged to pass the time by doing interior improvements on their homes, with supplies bought on Greer's easy

weekly payment plan. Farmers, especially, respond to the suggestion. They buy paints, wallpaper, materials for improving walls and floors, changing partitions, or adding a disappearing stairway.

Greer pointed out the attic stairway, displayed in the center of the store, as a competitive item that gets excellent response to his winter promotion. After he plays up the stairway on his radio program, in his newspaper advertising, and in the envelope stuffers used with all outgoing mail, many people who never thought of buying a disappearing stairway come in for a demonstration. And there is plenty of room for that action demonstration right in the middle of paints, linoleums, and wall tile.

Weekly accounts are not billed unless payments become slow. But the regular 30-day accounts are billed, and with each statement goes an envelope stuffer designed to stimulate D-I-Y or to busy the carpenter who was recently employed to help customers with re-





Ornamental iron columns, entwined with growing ivy, not only enhance attractiveness of this door, but they also give customers the idea of buying similar ornamental iron items for inside use as room dividers or doorway features.

modeling. John Konency, who is on straight salary, can build new rooms or do any kind of repairs, large or small. His services are not in competition with contractors, whose patronage the store values. He was employed to help the Do-It-Yourself customer who finds the proposed job too difficult, or the housewife or farmer who prefers the help of a carpenter for small repairs.

Greer is most enthusiastic about his radio advertising, which is the medium he prefers to reach farmers and housewives. But he also uses newspaper advertising regularly.

"People remember the name they see in print regularly," he said. "When time comes to call on the building supplies store, the advertised name will come to mind."

Believing that outstanding display encourages buying, Greer has turned his remodeled store into a shopper's delight. The handsome

entrance is flanked on the inside by ornamental iron columns entwined with growing ivy. Many a customer has paused by the door to ask if the columns were only an architectural feature, or an item that could be bought there. Some customers have even borrowed the idea of using ornamental iron indoors for room dividers or doorway features, complete with the growing ivy.

Because paints are one of the most profitable items here, every month of the year they occupy a large section of the store, with the wallpaper department adjoining.

Before Greer remodeled the store and initiated his radio promotions, his chief paint customers were contractors and professional painters. Now the consumer accounts for much of the paint volume that mounts into thousands of dollars annually. Housewives and farmers are among the best paint customers. Attracted to the store by the announcements heard

on the weather broadcasts, they find color cards at several convenient spots in the paint department. A salesman who knows paint and its application is at hand to help. And that salesman never fails to remind the customer that paints can be bought on the weekly payment plan.

Builders' hardware has an attractive display spot where it cannot be missed. Promoted through regular advertising to interest people doing remodeling, it does its share in swelling winter volume.

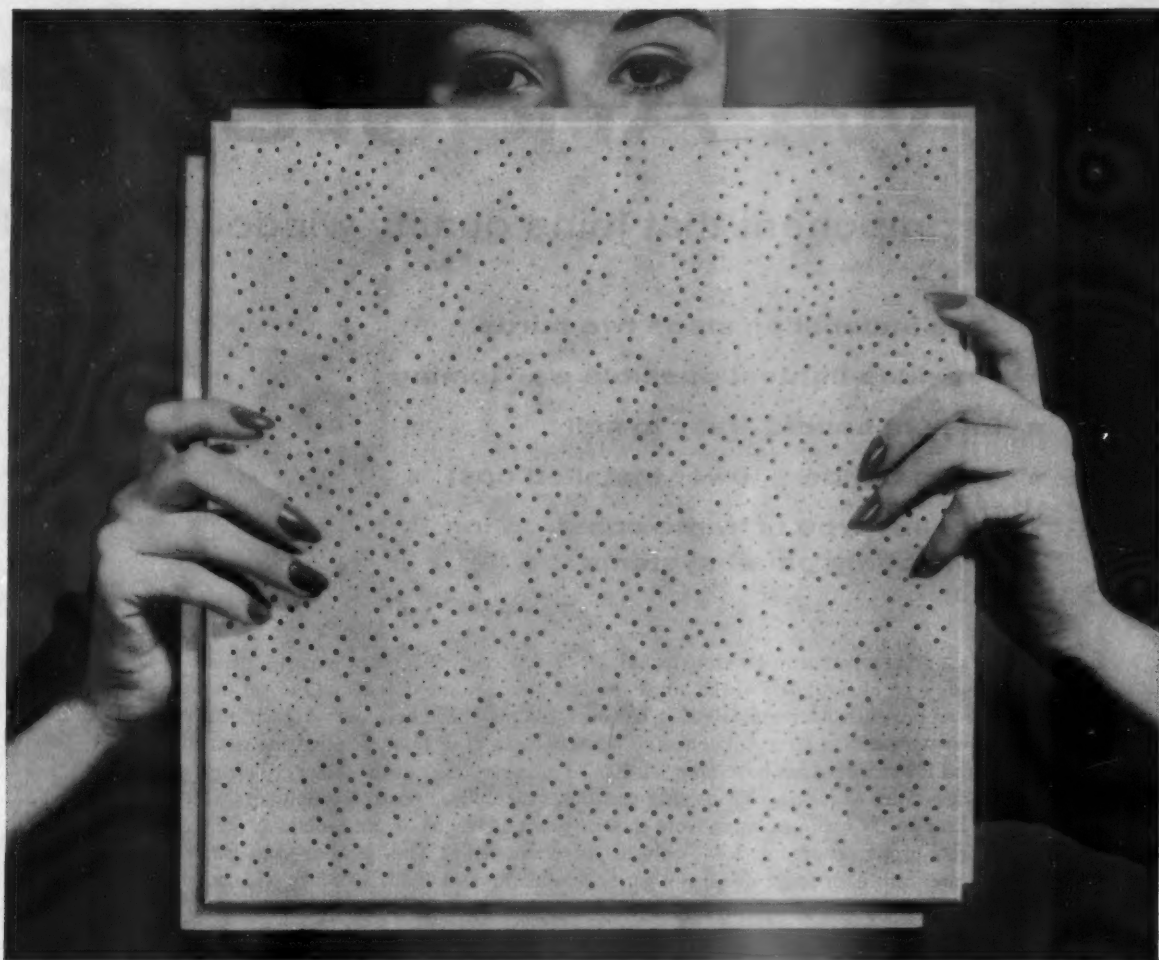
"Many a customer has thought about a new lock set or doorknobs for interior doors for the first time after seeing our display. And now that we have our own carpenter, we can tell the customer that if he doesn't want to install the new hardware himself, we can do it for him."

In defining his philosophy, Greer emphasized his belief that, in today's market, too much emphasis on price, and too little on service has been a basic reason for tumbling profits in Arkansas and elsewhere. To know when and how to sell service is a study which inevitably reaps rewards for the dealer.

Concluded Greer: "We dealers should recognize a common interest and strive to achieve that goal."

Because paints are among the most profitable items, they occupy a large section of the store adjoining the wallpaper department. Since Greer remodeled the store and initiated his radio promotions, paint volume has mounted to the thousand-dollar mark. Customers are reminded that they also can buy paints on the weekly payment plan.





Different-size openings casually scattered on the surface of new Classic Cushiontone create a striking ceiling effect.

Announcing Classic Cushiontone*

Another profitable new Armstrong Ceiling

CLASSIC Cushiontone was created to meet the demand for smart new styling in acoustical ceiling tile. It is available in both 16" x 16" and 12" x 12" tiles. Using 16" x 16" Classic, your customers can save 3¢ per square foot on installation costs.

Based on Armstrong's suggested retail price of 21¢ per sq. ft., Classic Cushiontone offers you margins of up to 73% on cost.

Classic Cushiontone also gives your customers all the other features they want. It

won't crack or chip. It soaks up 75% of the noise that strikes it. It is prefinished with two coats of washable white paint and can be repainted to suit decorating plans.

Your customers will be seeing Classic Cushiontone on the *Armstrong Circle Theatre*, alternate Wednesdays, CBS-TV.

Don't miss this opportunity! Call your Armstrong Wholesaler today or write Armstrong Cork Company, 4211 Ramsey Ave., Lancaster, Pennsylvania.

*PATENT PENDING

Armstrong CEILINGS

... a profitable new business for you

Cushiontone (Full Random, Textured, and Classic) • Decorator Temlok Tile (Tweed, Diamond, Starlite, Sandrift, Golden Mist)

New! Andersen

...new component that joins quality window and wall!

- ★ **Cuts installation steps two thirds**
- ★ **Provides tightest possible wall joining**
- ★ **Easy to handle, easy to sell**
- ★ **Gives builders lower installed cost**
- ★ **Fits any type of frame construction**
—including panel systems

Here's a great advance in building technique. A new component that makes a quality window an integral part of the house frame. Gives you the opportunity to get more orders from present customers. Go after business that may have been out of reach before.

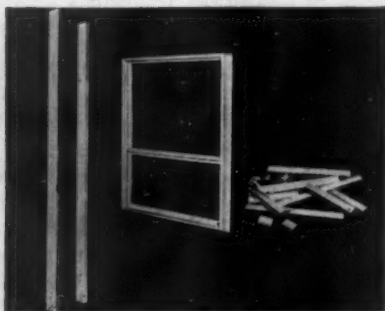
The new Andersen Strutwall comes completely assembled. Load-bearing side struts, nailers and lower jack studs have been nailed and glued together at the factory. This provides unusual resistance to racking. Gives your customers the tightest possible joining of window and wall. Cuts installation from three operations to one—from around 22 steps to 7.

From a profit standpoint, new Strutwalls are phenomenal. They're shipped only 190 per car. You can order fewer units, still get low carload prices. You can make a higher profit per installation because you're supplying a larger part of the house. And the builder saves so much on labor he has a lower total installed cost. Ever have a better sales story?

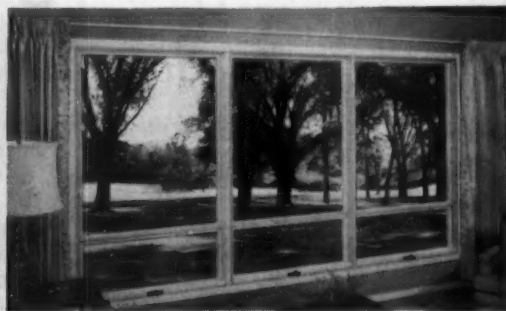
Advance orders indicate a heavy demand for new Andersen Strutwalls. We suggest you place your order now. See your Andersen distributor or write direct for details and other information: Andersen Corporation, Bayport, Minnesota.



Installs in minutes, fits tighter!
Just cut two load-bearing struts to fit header construction. Nail Strutwall to adjacent studs. Tilt up with wall. It's that easy. Because all parts are nailed and glued at the factory, new Strutwall provides tightest possible joining of window and wall.



Saves labor, costs less installed! New Strutwall eliminates cutting, fitting, assembling all of the conventional window parts above. Cuts labor so much builders report a good saving in total installed costs—even when figuring Strutwalls against inferior conventional windows.



Looks better, more profitable! Andersen Beauty-Line® and Flexivent® styles add extra beauty, sales appeal. In multiple openings, like this, there's also more open glass area, cleaner, trimmer lines. There's higher profit, too. Because you're supplying a larger part of the house, you make more money per window.

PATENT PENDING



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Strutwall

TRADEMARK OF ANDERSEN CORPORATION



Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

Andersen Windowalls

are quickly available
from complete stocks
of these distributors:

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Huttig Sash & Door Co.
Jacksonville

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Huttig Sash & Door Co.
Atlanta

KANSAS

Rock Island Wholesale Co.
Wichita
United Sash & Door Co.
Wichita

KENTUCKY

Huttig Sash & Door Co.
Louisville
Weyerhaeuser Distributing Yard
Louisville

LOUISIANA

Davidson Sash & Door Co.
Alexandria, Lafayette
and Lake Charles
New Orleans Sash & Door Co.
New Orleans
United Sash & Door Co.
Baton Rouge

MARYLAND

Morgan Millwork Co.
Baltimore

MISSOURI

American Sash & Door Co.
Kansas City
Lumbermen's Supply Co.
St. Joseph
Huttig Sash & Door Co.
St. Louis
Imse-Schilling Sash & Door Co.
St. Louis
Toombs & Co.
Springfield

NORTH CAROLINA

Huttig Sash & Door Co.
Charlotte

TENNESSEE

Huttig Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

Davidson Sash & Door Co.
Austin
Huttig Sash & Door Co.
Dallas

VIRGINIA

Huttig Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington



This crew of new Oklahoma Lumbermen's Assn. officers beams in anticipation of a bee-busy association year in the offing. They are (l. to r.) R. E. (Bob) Fraley, retiring president, Ardmore; W. M. (Bill) Morgan, secretary-manager, Oklahoma City; Fred Templeman, president, Enid; and Russell Caston, treasurer, Oklahoma City. Newly-elected Vice-President Frank Carey Jr. of Oklahoma City was not available for the picture.

OLA Gets 'Pitfall Briefing'

Unsuspected pitfalls involved in retailing lumber and building supplies were revealed by speakers at the 12th annual convention of the Oklahoma Lumbermen's Assn. in Oklahoma City, October 19 and 20.

These revelations came during the one session that concluded all serious association business. Three retail dealers, from as many states, comprised a clinical panel. They first stated cold and sometimes disturbing facts; then answered questions put by the audience. A fourth panelist was the OLA auditor, and (although he didn't speak) Walter D. Hanson of Oklahoma City, OLA attorney, who sat in in event a legal bottleneck developed.

Before the panel was seated, the convention, with President R. E. (Bob) Fraley of Ardmore presiding, adopted a new schedule for paying dues. It was based on volume of sales, from less than \$200,000 to \$1,000,000 or more.

The convention also favored participation with Texas lumbermen in their Lumbermen's Investment Corporation, after hearing brief remarks from G. L. Francis, assistant secretary and general manager of LIC, successfully launched by the Lumbermen's Association of Texas.

J. B. Woodington, first panelist to speak, urged Oklahomans to embrace LIC, saying it had been a great step forward for Texas lumbermen. He is a partner in

By Baron Creager
Southwestern Editor

the White House Lumber Co. of Pampa, Texas.

"What we (lumbermen) have to do," said Woodington, "is carve us a place by going out to control every job we have. If we don't, some of us won't be in business very long. We have to be loan people, we must have a finance plan available. Don't send the customer some other place. You can sell anyone if you can get him financed." Woodington said GMAC, and not GM motor cars, is what put GM merchandise across to the public.

G. E. Vanduser told the convention how he and his associates converted their yard into a cash-and-carry operation. It is the Rock Island Lumber Co., Wichita, Kan.

"We remodeled completely and expanded in 1952," he reported. "Even after that, we noticed that most of our customers were new customers. We'd missed out on treating them right. Also, our pricing was haphazard. By 1958, the personnel was happy, having a nice new store to work in. But stockholders were unhappy. So, because we had found the cost of serving one customer was extremely high, we made it a self-service store and are educating customers. We believe our store is a step forward in getting our

share of the consumer dollar, which we and you are not getting."

C. R. Johnson, Wolf and Co., OLA auditor of Oklahoma City, warned that gross margin has increased and the cost of doing business is up, resulting in less net profit and a shrinkage in net capital.

"It is imperative that you have complete records," he continued, "for a number of reasons: To determine your current financial position, for tax return purposes, for credit purposes, for analyzing operating results so improvements can be made. And you need records for budgeting, and for forecasting the course of your business.

"Only complete records can give you the monthly information you must have, such as a comparative statement showing working capital, accounts receivable, per cent of inventory to working capital. And complete records enable you to break down operating costs."

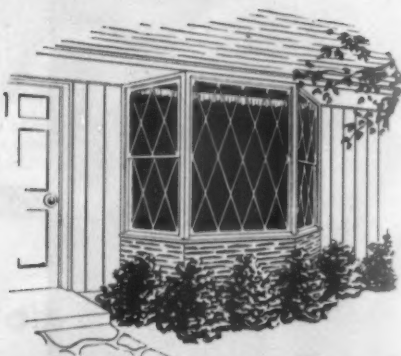
Fred Stephenson expressed belief that the average retailer doesn't know the actual cost of his operation. He operated the Stephenson-Browne Lumber Co., of Chickasha, Okla., and is a past-president of the Southwestern Lumbermen's Assn.

He identified one pitfall as being a dealer's contribution to the unemployment insurance fund. His share increased 300 per cent
(Continued on page 61)

Newest Creations



Lif-T-Lox, the improved double hung window with Lif-T-Lox balance, provides sash operation by easy finger pressure and lifts out entirely for easy cleaning. No tapes to unhook, nothing to adjust.



Architecturally correct Bowindows provide the much desired narrow line appearance. You may choose wide modern lights or smaller colonial ones. Awning type sash provide positive ventilation.

D-Lite wood window units are not only beautiful to look at but they are also economical to buy and maintain. Diamond shaped light areas make them distinctively charming.

in Beautiful Wood Windows

MW Distributors carries a full line of modernly designed wood windows units, plus a wide variety of building material and supplies. When you specify MW materials you may rest assured that you have chosen lasting livability as well as durability and style.

MW *Distributors*

Rocky Mount, Virginia

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

SBS report on what's new in

MECHANICAL HANDLING

Motion Study Indicates Packaged Lumber Advantages



In top photo, a light bulb is placed on each wrist of the two workers. Note multiple motions required by both men to unload only five boards. Above, with a light bulb at end of boom, it is quickly evidenced that few movements are necessary to unload 160-board lumber package. The motion study was dreamed up by President Leonard Koenen of the Mayfair Lumber Co., Chicago, and Howard Carlson of the Signode Steel Strapping Co.

A common sight to shippers and receivers of lumber is the hand unloading of lumber, but it is not always apparent the number of motions involved in unloading a freight car by hand, or by mechanical means.

Recently, President Leonard Koenen of the Mayfair Lumber Co., Chicago, 1958 Exposition Materials Handling Committee Chairman of the National Retail Lumber Dealers Assn., and Howard Carlson of the Signode Steel Strapping Co., conceived of conducting a light streak motion study to show dramatically the advantages of handling packaged lumber, as compared to loose lumber.

So, on one "moonless" night recently, Koenen and Carlson conducted this photo experiment in the Mayfair lumberyard.

One photo shows two men who have unloaded only five boards and the numerous motions they have to go through.

The other photo illustrates dramatically how one package of 160 boards, more than 30 times as many boards, can be mechanically unloaded in one swing by one man with the aid of a fork truck with a boom attachment.

Here is visible proof that packaged lumber will be the answer to reducing the amount of work that has been needed in the past to unload lumber. This is also true in the yard handling of packaged lumber, and when delivery is made at the building site.

Dealers may witness firsthand the unloading of long building materials from single-door box cars, use of fork trucks with other mechanical handling equipment, and unloading of unitized lumber from single- and double-door box cars at the exhibit hall rail siding during the NRLDA Chicago convention this month, Chairman Koenen emphasized.

WEYERHAEUSER LOUISVILLE DISTRIBUTING YARD



Yard inventories include a variety of competitively priced kiln-dried lumber, panelings, construction and decorative plywoods, and other top sales leaders.

Profit Center **FOR LUMBER DEALERS**

Yes, the new Weyerhaeuser Louisville Distributing Yard can be your profit center . . . your ready source of quality building materials at competitive prices.

Your profit center because you can draw upon large, diversified inventories of Weyerhaeuser 4-Square kiln-dried lumber, plywood, and other basic building materials. You can carry less inventory, reduce your investment, profit from markup *times* turnover.

Your profit center because you save truck time, save money, picking up materials at Weyerhaeuser. This new distributing yard is located at the crossroads of two super-highways. Here, modern storage facilities and loading equipment . . . plus trained, customer-conscious personnel . . . cut truck loading time to a new minimum.

Your profit center because here are complete stocks of famous First Choice building materials . . . well regarded by builders, specifiers, and consumers . . . products your customers buy *through* retail lumber dealers.

Weyerhaeuser Louisville Yard

1360 DURRETT LANE / TELEPHONE EMERSON 8-3331

First Choice

Building Materials Stocked
for Your Convenience



Andersen Windowalls



Complete Wood Window Units

Nu-Weed*
Insulation Board Products

Balsam-Weol*
Sealed Insulation



OWENS-ILLINOIS
Pre-finished Hardwood Plywood



FILON*
Fiberglass Building Panels

KOLORITE*
Weyerhaeuser 4-Square
Factory-Coated Shakes and Shingles

*T. M. Reg.

"STRONG-

NEW CELOTEX

REG. U. S. PAT. OFF.

INSULATING SHEATHING WITH SUPER NAIL-HOLDING POWER!

FOR DIRECT NAILING OF WOOD OR ASBESTOS SHINGLES

**Now... Celotex gives you
the industry's most
complete sheathing line!**



A Type for Every Customer... for Every Building Budget!

FINEST!

CELOTEX 25/32" INSULATING SHEATHING

- Indicates "top quality construction throughout"
- Thickest, maximum insulation value, superior structural strength
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

THRIFT LEADER!

CELOTEX 1/2" INSULATING SHEATHING

- Surpasses other sheathing materials in insulating efficiency
- Handles extra "easy," with dependable strength, durability
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

ALL are Celotex FEROX® products, treated during manufacture for protection against termite and dry rot attack.

YOUR WHOLESALE OF CELOTEX BUILDING PRODUCTS INVENTORIES THESE SHEATHINGS. CALL HIM TODAY!

WALL"

TRADE MARK

Economical!
STRONG-WALL
½" INSULATING SHEATHING

- Extraordinary strength, rigidity and nail-gripping ability!
- Exceeds FHA requirements for nailability
- Exceeds FHA requirements when applied vertically without corner bracing. Cuts cost!
- Asphalt treated integrally
- BIG BOARD (4' x 8' or 9'; square edges)



**Plus... "Life-of-Building"
Guarantee**

Your home-builder customers get this certificate to give every buyer. Indicates quality construction throughout... helps close more sales. Also, attractive folder with builder's name imprinted, free. Ask your Celotex representative for samples.

THE CELOTEX CORPORATION • 120 SOUTH LASALLE STREET • CHICAGO 3, ILLINOIS

SOUTHERN BUILDING SUPPLIES for NOVEMBER, 1958

For more details on above items, use Coupon on Page 67

49

DEALER NEWS

ALABAMA

BIRMINGHAM: As part of the Payne's Builders Supply Co.'s 32nd anniversary celebration, J. Harry Payne has offered a 20 per cent discount on any complete kitchen remodeling job. The firm is sales agent for Kitchenmaid and Scheirich kitchens.

CHAPMAN: Earl M. McGowin, vice-president of the W. T. Smith Lumber Co. here, has been named director of the Alabama State Docks facility in Mobile. He will assume the post in January.

ARKANSAS

GREENWOOD: Marvin Adams is opening a new firm here known as the Builders Supply Co.

CROSSETT: Burglars robbed the Osborne Lumber Co. here of \$100 recently. This was the second theft at the company in 18 months, according to Manager Russell Nobles.

PINE BLUFF: Fire heavily damaged the office building of the Fox Norton Lumber Co. here recently.

BRINKLEY: Fire destroyed the H. P. Warren sawmill recently. Manager Warren estimated the damage at \$50,000. Cause of the fire was undetermined.

FLORIDA

JACKSONVILLE: The Tucker Lumber Co. recently opened its third yard here, according to S. J. Tucker, owner. The firm offers a wide selection of building materials, in addition to lumber, paints, roofing and tile. Wallace Harper is manager.

KANSAS

HIAWATHA: Harold C. Harpster and Claire Harpster Jr., partners in the Harpster Lumber Co. here, have purchased the ready-mix concrete business operated by the R. C. Finley Lumber Co. Finley recently sold his lumber yard to Hiawatha Materials Inc., but at that time retained his ready-mix and general contracting business. According to Ben Spaulding, manager of Hiawatha Materials Inc., the company will erect a new modern building in the near future. Hayward Wheeler is president of Hiawatha.

KENTUCKY

LOUISVILLE: The Wilson Lumber Co. recently held a two-day grand opening of its building materials, home equipment, Do-It-Yourself store. Door prizes, refreshments, specials, free parking and helicopter

rides from the parking lot marked a few of the festivities. The Lumber Co. includes an installed kitchen display and free kitchen planning service.

LOUISIANA

BATON ROUGE: Fire destroyed a warehouse at the Crawford Corp. lumber yard here. Plant Superintendent L. L. Tyson estimated the damage at \$90,000. Cause of the blaze was undetermined.

SHREVEPORT: Ed Sewell has been appointed new sales manager of the Carroll Lumber & Supply Co. here. Sewell is a veteran of 12 years in the lumber business. The company also has enlarged its display area to show a more complete stock of paints, hardware and plywood paneling.

CHARTERS OF INCORPORATION: Louisiana National Insulators, Inc., Monroe, general insulating and building supply; Century Concrete Products, Inc., Monroe; Mouton Lumber Co., Inc., Lafayette, increasing its authorized capital stock to \$175,000; Industrial Timber Products, Inc., Elizabeth; Marksville Lumber Co., Inc., granting dissolution of its charter of incorporation; and Teche Concrete, Inc., New Iberia, concrete products and building materials.

MISSISSIPPI

CLARKSDALE: W. L. Holcomb, Inc., has purchased the M. L. Virden Lumber Co. here. The business will be operated as Builders Wholesale. W. W. Cooper will be general manager. F. H. Cannon will continue as secretary and office manager.

NORTH CAROLINA

HENDERSONVILLE: Glenn Nelson, vice-president of the Rigby Morrow Co. here, has been elected president of the Hendersonville Kiwanis Club.

VARINA: Robert D. Powell, owner of the Varina Wholesale Builders Supply, has been named "Tar Heel of the Week" by the *Raleigh News & Observer*. At the age of 22, Powell opened a small hardware and building supply store in Fuquay Springs with the money he had saved in the service. Today, Varina Wholesale Builders Supply has expanded to seven stores in eastern North Carolina, with an eighth now under construction, and three others in planning stage.

ANSONVILLE: The planer mill and repair shop at the Ansonville Lumber Co. was destroyed by fire recently. Owners Buck Edwards and

SIX CUT-OUT DESIGNS ON THIS BILLBOARD



Something unique in outdoor advertising to promote lumber for home construction is this use of six cut-designs on a single outdoor poster by the Hines Lumber Co. of Chicago.

Using the general theme "Build Better with Hines Quality Lumber," half of the Hines advertisements will promote lumber for home construction. The remainder will advertise specific lumber products. The over-all impression will be to show in three-dimensional realism the end result of using Hines lumber.

MONARCH METALANE

weatherstrip is

ANODIZED ALUMINUM

with a "plus"



MetaLane Weatherstrip never loses its weathertight efficiency, never needs upkeep or replacement

In addition to anodizing the alloyed aluminum from which MetaLane® is made, Monarch adds other exclusive processes which insure its durability, beauty and efficiency for the life of doors and windows on which it is installed.

MetaLane's hard, smooth, silvery surface, with a sealed-in permanent lubricant, is virtually impervious to corrosion and pitting by air-borne chemicals. Its friction-free surface

prevents windows from sticking and binding. It cannot discolor surrounding masonry and painted millwork—and it remains wearfree even under continued operation.

Although cost is no higher, no other weatherstrip can match the value of MetaLane, nor the continuous protection it gives against cold, dust and dampness. Insist the window and door units you handle are equipped with MetaLane weatherstrip.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.

L. C. Springer estimated the loss at around \$50,000.

LIBERTY: Coleman Ward has been named manager of the Staley Lumber Co. here. He has been salesman for Greene Bros. Lumber Co., Elizabethtown. The Greene company recently shut down operations.

MEBANE: Foy Bartlett has been engaged by Mebane Lumber Co. to assist in merchandising. Bartlett has been in his own home remodeling and insulating business in Hillsboro.

NORMAN: The lumber mill of the Reigal Lumber Co. here was destroyed by fire recently, causing an estimated loss exceeding \$100,000. The fire reportedly started from electric-welding outfit sparks that ignited oil-soaked waste. The Reigal company will rebuild.

CHARTER OF INCORPORATION: Continental Timbers, Inc., Morehead City, wood products, importing, exporting and wholesale. Incorporators are Walter H. Zingelmann, Corinne L. Zingelmann, both of Beaufort, and George H. McNeill of Morehead City.

MISSOURI

CAPE GIRARDEAU: E. D. Price

has been named manager of the Southeast Missouri Lumber Co. here, according to Secretary-Treasurer James R. Moorehead. Price has been associated in recent years with the Sikeston Lumber Co.

CARTHAGE: Four States Supply Co. held its third annual open house here on October 4. Fifty-one suppliers participated in the proceedings, with 40 exhibits set up and attended during the day by various manufacturers' representatives. Official registration exceeded the 500-mark. Dealers and employees from 125 lumberyards accounted for approximately 400 of the total registration.

TENNESSEE

SPARTA: Carroll J. Sorrell, co-owner of Sorrell Brothers Builders Supply and partner in Sorrell Brothers' construction firm, is newly elected president of the Sparta-White County Chamber of Commerce.

SOUTH CAROLINA

BENNETTSVILLE: H. J. Munnerlyn, Inc., held a week-long grand opening of its newly-remodeled

salesroom and offices to celebrate its 40th anniversary. Factory representatives were on hand to explain and demonstrate appliances, materials, and equipment. Henry J. Munnerlyn, owner and president of the firm, is past president of the National Retail Lumber Dealers Assn. and the Carolina Lumber and Building Supply Assn. He is currently a director for both these groups.

TEXAS

SHERMAN: Burglars recently broke into the Lingo-Leeper Lumber Co. office here, robbing the firm of about \$150 worth of paint brushes, drill bits and miscellaneous tools.

VIRGINIA

ALEXANDRIA: The Cushwa Brick and Building Supply Co. has announced plans to locate its northern Virginia yard here permanently. The Alexandria site will provide a brick yard of two million brick capacity.

NEWLAND: Fire of undetermined origin destroyed sawmill equipment valued at about \$12,000 at the Templeton Lumber Co. here. Owner

THE BETTER, HANDIER WAY TO BUY

ALUMINUM NAILS



WRITE FOR PRICE LIST



IT'S THE NEW

JOB-PAC
PULL-STRING PACKAGE

Each JOB-PAC "can" contains enough Tempered Aluminum Alloy Nails to apply a specified amount of wallboard, siding, roofing, etc. Contents and coverage are clearly shown on the front label for quick identification. No chance for loss or waste with this compact, pull-string container. The fine quality Phifer Aluminum Nails meet FHA requirements and are approved by the Redwood Association.

PACKED 20 CANS TO A MASTER CARTON

PHIFER WIRE PRODUCTS

TELEPHONE PLAZA 2-5594

TUSCALOOSA, ALABAMA



Mel Larsen and his staff on the site of the Clair-Mel City development.



We increased square footage up to 5% by using the **BESTWALL HUMMER SYSTEM**

This is the statement of Mel Larsen, owner of Clair-Mel Builders, Inc., Tampa, Florida, who has just opened his newest and biggest housing development . . . Clair-Mel City.

With the Bestwall Hummer System of drywall construction, Mr. Larsen not only gained up to 5% more square footage, but he also realized definite cost savings.

Bestwall Hummer System laminated gypsum wallboard construction provides sturdier, stronger walls and partitions; greater resistance to sound transmission; better fire protection. Whether you're planning a housing development or a skyscraper, it will pay you to look into the Bestwall Hummer System . . . the superior drywall construction method.



Manufactured by Bestwall Gypsum Company—sold through
BESTWALL CERTAIN-TEED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

SALES OFFICES:
ATLANTA, GA.
BUFFALO, N.Y.
CHICAGO, ILL.
CLEVELAND, OHIO

DALLAS, TEXAS
DES MOINES, IOWA
DETROIT, MICH.
EAST ST. LOUIS, ILL.

JACKSON, MISS.
KANSAS CITY, MO.
MINNEAPOLIS, MINN.
RICHMOND, CALIF.

SALT LAKE CITY, UTAH
SUMMIT, N.J.
TACOMA, WASH.
WILMINGTON, DEL.

your best BUY is BESTWALL

Hummer System, Dept. SS
Bestwall Gypsum Company
Ardmore, Pa.

Please send your **FREE** catalogs about the Bestwall
Hummer Systems of drywall construction.

NAME.....TITLE.....

COMPANY.....

ADDRESS.....

CITY.....STATE.....

R. D. Templeton said no lumber or buildings were damaged. The loss was not insured.

OBITUARIES

LESTER LANCASTER, 55. Formerly general manager of Cockrum Lumber Co. in Knoxville, Tenn., and manager of the Augusta Lumber Co., Augusta, Ga.

H. DOYLE MARTIN, 75. Vice-president of the Central Lumber Co., Baton Rouge, La.

IRA CLARENCE YATES SR., 67. Owner and general manager of the Elkin Lumber Co., Elkin, N. C.

HENRY WILLIAM PALFREY, 84. Owner of Henry W. Palfrey, Inc., lumber and building materials, Alexandria, La.

PORTER OWEN DUNCAN, 71. President of the Duncan Box and Lumber Co., Huntington, W. Va.

MALCOLM W. JONES, 50. Owner and president of M. W. Jones Lumber Co., Middlesex, N. C.

C THAD MONTGOMERY, 65. Lum-

ber broker and wholesaler, Lafayette, La.

LEWIS B. COLE, 89. Founder of the Aberdeen Sand and Brick Co., and later associated with the Bradley Lumber Co., Aberdeen, Miss., until his retirement five years ago.

CHARLES E. HUMPHREY, 75. Assistant manager of the Hope Lumber Co., Pryor, Okla.

WILLIAM BLAKE BARTON, 85. Owner of the W. B. Barton Lumber Co., Caddo Gap, Ark., and co-owner of the Barton-Kellogg Lumber Co., Fort Smith, Ark.

NOAH F. STOKES, 69. Retired lumberman of Salisbury, N. C.

WILLIAM HENRY CAMP, 75. Retired lumberman of Water Valley, Miss.

FLORENCE W. BLOME, 70. Former owner of the Right Lumber Yard in Smyrna, Del.

PLEATON LEWIS, 63. Retired lumberman of Derma, Miss.

OLA Directors Approve Texas LIC Participation

Oklahoma Lumbermen's Assn. members are free to participate in

the finance firm of the Lumbermen's Assn. of Texas, known as the Lumbermen's Investment Corp. of Texas. Member-participation, in any case, is subject to stock purchase from and loan placement with the Texas investment organization.

The program was activated at O. L. A.'s 12th annual convention and merchandising mart, October 19-20. Opening of an office in Oklahoma to serve dealers perforce will depend on sufficient stock purchases by OLA members, it was pointed out.

GI Loan Figures Remain High Through August

Despite general tightening of mortgage funds, GI loan figures for August remained high, according to the Veterans Administration.

Applications for guaranty and VA starts were up, reflecting a recent increase in appraisal activity. Applications for home loan guaranty during August rose 11.5 per cent over July. GI starts were up 23.9 per cent in August from July.

One-Stop Service

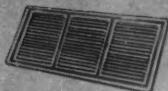
... for over 360 Metal Building Needs!

Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!

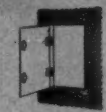
For complete catalog, write Dept. SBS



OUTDOOR FIREPLACE UNITS



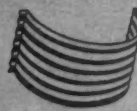
UNDER-EAVE VENTILATOR



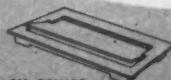
ACCESS DOOR



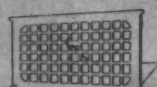
CLEAN OUT DOORS



GALVANIZED STEEL WINDOW WELLS



ASH DUMPS



VENTILATOR GRILLES



CRAWL SPACE DOORS



STEEL MORTAR BOXES



CIRCULATOR FIREPLACE



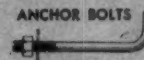
FIREPLACE DAMPERS



MULTI-OPENING FIREPLACE DAMPERS



WALL TIES



ANCHOR BOLTS



FORMED STEEL LINTELS



CONCRETE BLOCK LINTELS



BELL TRAPS

VESTAL

the name for Value

VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.



WELDWOOD TRIM STAIN can be applied to doors (above) as well as to trim and moldings for color tone that blends with Weldwood Prefinished Paneling.



WELDWOOD PUTTY STICKS, merchandised in this attractive display unit, step up your turnover, make correct color-selection easy for your customers.

Two new profit builders from Weldwood

New Trim Stain and Putty Sticks join the high profit line of Weldwood Wood Finishes.

NEW WELDWOOD TRIM STAINS, ready-mixed, deep-penetrating, hard-drying oil stains in 16 colors. Followed by a coat of Satinlac, Weldwood Trim Stain offers a simple, inexpensive method for finishing trim and doors in a color to blend with Weldwood Prefinished Paneling.

The appropriate shade of Weldwood Trim Stain is recommended for beautiful finishing in a brochure contained in each package of Weldwood Prefinished Paneling. Weldwood Trim Stain lists for \$1.95 per quart, with a discount of 40% to the dealer.

You get a full 40% discount on all fast-selling Weldwood Wood Finishes



New Weldwood Satinlac® Lightener, a first coat for natural finishes to prevent the darkening or "wet" look usual when new wood is finished. It is not a bleach.



New Weldwood Satinlac®, clear, non-yellowing complete finish seals as it finishes. Preserves natural beauty of all woods. Improved formula has more body, less odor.



Weldwood Firzite® stops "wild grain". White for pickling. Clear as sealer for interior and exterior paints, varnishes or stain when tinted with colors-in-oil.

WELDWOOD PUTTY STICKS®, now produced in 16 colors, are ideal for filling nail holes and other minor surface defects in all woods. Match the shades of all Weldwood Prefinished Paneling, as well as other woods after finishing has been completed.

Display units are designed to be filled in two ways:

- for dealers who feature Weldwood Paneling, all 16 colors, including those in the new Color-Styled Samara® line.
- for other dealers, a display of 12 colors, which will match virtually any natural wood finish.

List price for Weldwood Putty Sticks is 39¢, with a 40% discount to the dealer.

YOUR SHELF SPACE IS VALUABLE. Don't waste it on bulky inventories of slow-moving products. With fast-selling Weldwood Wood Finishes, you can supply most of your customers' wood finishing needs. And with the big 40% discount, you get a bigger profit per square inch of space, too.

Call your Weldwood representative today, or write

WELDWOOD® WOOD FINISHES



UNITED STATES PLYWOOD CORPORATION

Dept. SBS 11-58, 55 West 44th St., New York 36, N. Y.

SILENT SALESMEN

DISPENSER-DISPLAY RACK

To be exhibited at the 1958 NRLDA Exposition is a new display rack for dispensing Kordite protective polyethylene sheeting in the lumber yard.

The rack has been re-designed to hold seven different sizes of film ranging from 3' to 12' in width. The sign gives selling information and details about the specific uses for

each film size. A rack holds free booklet information.

Contact: Kordite Co., Dept. SBS, Macedon, N. Y.

HUMIDIFIER IN ACTION

Operating from any standard electrical outlet, a "live-action" point-of-purchase display shows its new, positive discharge Return-Aire hu-



midifier in operation. The 12"x-12" display consists of an operating humidifier, a cut-away duct section, and a multi-colored card, spotlighting outstanding features of the humidifier.

The display shows the ease of mounting on the return air duct of the hot air furnace, and when in operation the display actually demonstrates the fine vapor issuing from the discharge opening of the humidifier.

Contact: Herrmidifier Co., Dept. SBS, Neffsville, Pa.

"HUTTIG HAS IT" in 14 CITIES



and AS NEAR AS YOUR PHONE

Your specifications are handled quickly from our convenient assembly plants - warehouses... millwork to order or from stock... complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

HELPING YOU
BUILD THE
SOUTH



SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

* Birmingham Sash & Door Co.

** Memphis Sash & Door Co. † American Sash & Door Co.

MANUFACTURERS

... all kinds of
Quality Millwork,
Doors, Windows,
Window Units, Door Units

DISTRIBUTORS

nationally - known
BUILDING PRODUCTS

ANDERSEN Windows
GENERAL flush doors
TWINN

THERMOPANE

BERRY steel garage door

MARLITE products

AFCO tile products

UPSON wallboards

KIMSUL insulation

INSULITE products

TEMLOK insulation

REYNOLDS windows

ARMATOL wood preserver

MIAMI bathroom cabinets

PRECISION stairways

DURALL tension screens

COFFMAN ornamental iron

WEISER lock hardware

... and many others

FIR PLYWOOD PATTERNS

For community, church, and home display during the holiday season, DFPA is offering, through plywood dealers, full-color, paste-on, cut-out patterns of the Nativity pageant and a Santa, sleigh and reindeer Christmas decoration.

The Nativity pageant consists of 15 figures. It can be sold as the complete do-it-yourself package, including patterns, plywood and sundries; with ready-made decorations completely finished by yard personnel; or with patterns pasted on plywood and ready to cut out.

Newspaper ad mats are also available in four layouts. Envelope stuffers or customer handout pieces are available promoting either the Nativity pageant or Santa, sleigh, and reindeer combination.

Contact: Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

PAINT CAN TOP DISPLAY

A colorful counter display attracts customer attention to Nomus tops for paint cans. Available in yellow polyethylene plastic, the tops are said to keep groove and sides clean.

Contact: Western Mineral Products Co., Dept. SBS, 1720 Madison Street, N.E., Minneapolis 13, Minn.

MR. FENCE DEALER:

**Do you risk
your reputation
with fence that
isn't guaranteed?**

Every time you sell a roll of fence or barbed wire that is not guaranteed by its maker, you are selling a bit of your reputation with it.

American manufacturers of "brand name" products have enormous capital invested in the names themselves, and they usually protect the users of such products by guarantees. If such a product proves unsatisfactory, the manufacturer is willing, even anxious, to stand behind his guarantee and replace the product in order to preserve the value of his brand name. And in protecting his own good name, he is equally protecting his dealer's reputation.

USS American Fence and Barbed Wire have been winning customers for southern dealers for several generations. Dealers who sell them are building . . . not hurting . . . their reputations.

Tennessee Coal & Iron Division, United States Steel Corporation,
Fairfield, Alabama.

USS and American are registered trademarks



**Tennessee Coal & Iron
Division of
United States Steel**

ACOUSTICS MOVIE

"Birdbagger's Guide" is a 20-minute color-slide film recently produced for distributor and dealer meetings with their salesmen, builders, contractors, and others interested in the sound-conditioning market.

"Ruffled Grouch" and his mate, "Ruffled Spouse," both upset because of the noise in their home, are two of the fanciful birds caricatured in the film. Other humorously-conceived birds also are used to illustrate the fact that noise has become a major problem in today's homes.

The film describes the sales poten-

tial of the sound-conditioning market, and touches upon the special features of Simpson's acoustical line, including Forestone woodfiber acoustical ceiling tile.

Contact: The Simpson Logging Co., Dept. SBS, Shelton, Wash.

SCREEN DISPLAY

Stressing ease of installation, this Flexscreen display uses a novel peephole and mirror device to show the customer the simple pressure attachment of this fireplace screen.

A container mounted on the dis-



play holds handy return postcards, imprinted with dealer name and address, and space for customer notation of fireplace width and height opening. Shipment is direct to the customer, with screen completely assembled and ready for installation.

Contact: Bennett - Ireland, Inc., Dept. SBS, 39 Exchange Street, Norwich, N. Y.

TW&J White Fir

TW&J, the West's largest producers of White Fir lumber offer HIGH ALTITUDE, OLD GROWTH, TOP QUALITY stock suitable for framing and sheathing in home and construction use.



THOROUGHLY KILN DRIED TW&J WHITE FIR is available for year around delivery in both 1 1/2" and 1 3/4" thickness. TW&J also manufacture and offer **PREMIUM QUALITY WHITE FIR LINEAL MOULDINGS and FLUSH DOOR CUT STOCK.**

WHITE FIR IS ONE OF THE SIX WESTERN WOODS SUPPLIED BY TW&J

For quality West Coast
lumber products
look to - **TW&J**

TARTER, WEBSTER & JOHNSON, INC.

P. O. BOX 3498
San Francisco 19, California
PRospect 6-4200 Teletype SF 211



MERCHANDISING PORTFOLIO

As an aid for merchandising Capitol Products' aluminum combination storm windows and doors, a portfolio includes mats of completed ads and suggested copy and assorted cuts for special ads.

Layout for do-it-yourself ads are shown, with cuts available for signature blocks and product illustrations. The folder also includes illustrations of the company's line of literature on doors and windows for use in direct mail, sales calls, or showroom. This includes specification folders, envelope stuffers, flyers, and postcards.

Contact: Capitol Products Corp., Dept. SBS, Mechanicsburg, Pa.

RED CARPET KIT

Home builders using Formica laminated plastic surfaces can literally "roll out the red carpet" when showing model homes with a company-prepared home builder's kit. The kit features a 25-foot length of tough paper, imprinted to look like a red carpet with the words: "This Quality House Features Formica."

The red carpet kit is one of a series of aids for the home builder being made available by the company.

Contact: Formica Corp., Dept. SBS, Cincinnati 32, Ohio.



Wherever building
codes are written
to protect
public health

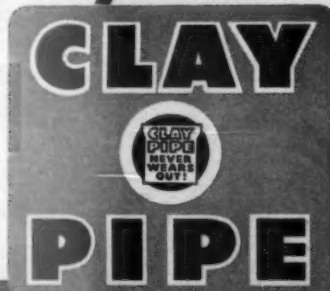
CLAY PIPE IS SPECIFIED

In communities all over the nation, there's a movement to improve and modernize plumbing codes for greater public health protection. It's strictly a local problem, as it should be, and the recommendations of local people carry a lot of weight. That's why you find Vitrified Clay Pipe named as the standard of quality in so many of these codes. Clay Pipe is traditionally the "plumbing code pipe." It is specified to save time and labor on jobs, and to assure public health protection that never wears out. Today, as the Clay Pipe industry produces a new, longer, stronger product, with a variety of root-proof joints, Clay Pipe is more than ever before a time-tested companion to the good workman's skill.

O C O N E E
CLAY PRODUCTS COMPANY

Milledgeville, Georgia

Vitrified



Progress in Public Health - Through Clay Pipe Research

MANUFACTURER NEWS

KANSAS CITY, MO.: Adolph L. Rossiter, assistant traffic manager in the office here of **Universal Atlas Cement**, division of the United States Steel Corp., has retired after 48 years of service with the corporation. Rossiter started with Universal Atlas in 1910 in the Pittsburgh office. In 1946 he was appointed assistant traffic manager at Kansas City.

CHICAGO, ILL.: The **Medalist Tank Division** of the Metal Coating Corp., announces appointment of A. R. Davis as manufacturer's representative in Alabama, northern Georgia, and Mississippi.

ORLANDO, FLA.: **Phillips Industries, Inc.**, has been renamed Phillips Lumber and Millwork, Inc. Miller O. Phillips Jr. is vice-president of the company.

HENDERSON, TEX.: **W. M. Products Co.** will open a \$250,000 plant here during November for the manufacture of aluminum windows. The company, vacating a smaller leased plant, will maintain sales and office headquarters at Blossom St. in Houston. The new plant employs 75 production and office workers.

PITTSBURGH, PA.: The Fiber Glass Division of **Pittsburgh Plate Glass Co.** has announced the addition of building insulation for use in home construction to its products line. Until now, the insulation materials have been principally for industrial and transportation fields. The firm's Shelbyville, Ind., plant is now producing the insulation in a full range of thicknesses with both foil and paper facing in roll blankets and batt form.

MURDOCK, FLA.: Frank Keiper has been appointed sales and service representative for **Maule Industries** in western Florida, where the firm has a new concrete and block plant. Keiper joined Maule ten years ago as a shipping clerk. He has been in sales since 1955.

MIAMI, FLA.: Joseph Morganstein has announced the purchase of the **Crystal-Vue Sliding Door Manufacturing Co.** and **Modern Shower Doors Manufacturers, Inc.**, both of Miami. Morganstein was president of Morgan Shoes, Philadelphia, Pa., for 25 years. Vice-president of Crystal-Vue and Modern is Richard S. Rosen. A graduate of the University of North Carolina, Rosen is president of Imperial Homes and Majestic Homes.

BLAIRSVILLE, GA.: The **Perfection Door Co.** of Jonesboro, Ga., has purchased a new building here for the production of its flush, panel, and

screen doors, door units, window units, ladders and tables. The \$25,000 plant structure was erected by **Blairsville Industries, Inc.**, a community group formed to attract industry. Roy Kelley, Perfection president, said the plant will employ approximately 75 males.

CRESTWOOD, MO.: Paul R. Cusack has been appointed dealer sales-

man for the **Masonite Corp.** in the areas of western Illinois and eastern Missouri. Cusack has been a salesman in the firm's Midwest division for the past 14 months. Robert R. Rogers has been appointed dealer salesman in southern Illinois, eastern Missouri, and Kentucky. He has been in the Midwest division or the past nine months.

Marlite® DISTRIBUTORS IN YOUR AREA

Marsh Wall Products, Inc.
204 Permalume Pl., N.W.
Atlanta 18, Georgia
Phone: Sycamore 4-9508
or 4-9509

Marsh Wall Products, Inc.
8908 Chancellor Row
Dallas 35, Texas
Phone: Fleetwood 7-3518
Fleetwood 2-7811

McPhillips Mfg. Company, Inc.
Mobile 2, Alabama

Redds, Inc.
Florence, Alabama

Teague Hardware Company
Montgomery 1, Alabama

United Plywoods Corporation
Birmingham, Alabama

United Plywoods Corporation
Montgomery, Alabama

Fischer Lime & Cement Co.
North Little Rock, Arkansas

Martin Wiegand, Inc.
Washington 11, D. C.

Atlanta Oak Flooring Company
Jacksonville, Florida

Coronado Company
Jacksonville 6, Florida

I. W. Phillips & Company
Tampa 1, Florida

Pinellas Lumber Co.
St. Petersburg, Florida

Plywood Supply Co.
Tampa, Florida

A. H. Ramsey & Sons, Inc.
Miami, Florida

A. H. Ramsey & Sons, Inc.
Palmetto, Florida

Timber Products Company
Orlando, Florida

Atlanta Oak Flooring Company
Atlanta, Georgia

Howard Lumber Company
Augusta, Georgia

Plywood Supply Co.
Atlanta, Georgia

Zuber Lumber Company
Atlanta, Georgia

Kilpatrick Bros. Lumber Co.
Wichita, Kansas

Rock Island Wholesale Co.
Wichita, Kansas

W. P. Stark Lumber Co., Inc.
Kansas City 15, Kansas

Mutual Service Company, Inc.
Louisville, Kentucky

Dealers Supply Co., Inc.
Monroe, Louisiana

Lafayette Sash & Door Factory
Lafayette, Louisiana

New Orleans Sash & Door Co.
New Orleans, Louisiana

Victoria Sash & Door Co., Inc.
Shreveport, Louisiana

Woodward, Wight & Co., Ltd.
New Orleans 9, Louisiana

The Hiser Supply Company
Cumberland, Maryland

The MacLea Lumber Company
Baltimore 3, Maryland

Acme Building Supply Co., Inc.
Meridian, Mississippi

Jackson Sash & Door Co., Inc.
Jackson, Mississippi

Builders Material Company
Springfield, Missouri

Cape Supply Company
Cape Girardeau, Missouri

Four States Supply Company
Carthage, Missouri

Lumbeyard Supply Company
St. Louis 10, Missouri

Atlanta Oak Flooring Company
Charlotte, North Carolina

Dealers Supply Company
Durham, North Carolina

Eastern Lumber & Supply Co.
Winterville, North Carolina

Hassinger Wholesale Co.
Greensboro, North Carolina

Huttig Sash & Door Co., Inc.
Charlotte, North Carolina

North State Material Company
Asheville, North Carolina

General Sash & Door Company
Tulsa 1, Oklahoma

International Paper Co.
Long-Bell Division
Enid, Oklahoma

Kilpatrick Bros. Lumber Co.
Oklahoma City, Oklahoma

Kilpatrick Bros. Lumber Co.
Tulsa, Oklahoma

Reints Sash & Door Company
Oklahoma City, Oklahoma

Carolina Wholesale Company
Columbia, South Carolina

Southern Sash & Door Company
Greenville, South Carolina

Southern Wholesale Builders Sup.
Columbia, South Carolina

Atlanta Oak Flooring Company
Chattanooga, Tennessee

Fischer Lime & Cement Company
Memphis, Tennessee

A. G. Heins Company
Knoxville, Tennessee

Huttig Sash & Door Company
Nashville, Tennessee

Norvell & Wallace
Nashville, Tennessee

Wholesale Building Supply, Inc.
Bristol, Tennessee-Virginia

Buell & Co.
Dallas, Texas

Dunaway Supply Co.
Greggton, Texas

Galbraith Steel & Supply Co.
Dallas, Texas

Galbraith Steel & Supply Co.
Lubbock, Texas

Galbraith Steel & Supply Co.
Pecos, Texas

Galbraith Steel & Supply Co.
San Angelo, Texas

International Paper Co.
Long Bell Division
Amarillo, Texas

Paul Blackwell Company
Dallas, Texas

Southwestern Glass & Millwork Co., Inc.
El Paso, Texas

Texas Sash & Door Co.
Fort Worth, Texas

Geo. C. Vaughan & Sons
Houston, Texas

Geo. C. Vaughan & Sons
Nederland, Texas

Geo. C. Vaughan & Sons
San Angelo, Texas

Geo. C. Vaughan & Sons
San Antonio 7, Texas

Dealers Service, Inc.
Lee Hall, Virginia

Sash, Door & Glass Corporation
Richmond 24, Virginia

Tidewater Plywood Company
Norfolk, Virginia

Athens Flooring Company
Dunbar, West Virginia



The National Woodwork Manufacturers Assn. recently held this regional meeting in Shreveport, La., attended by representatives from nine door manufacturers in Texas, Louisiana, Mississippi and western Alabama.

Stanton Dossett, president of the Caddo Door & Veneer Co., Shreveport, served as official host. The group tackled such topics as cost systems, publicity programs, commercial standards, and plywood imports.



**Beautiful Marlite interiors
like this are pre-selling thousands
of your best prospects**

Most home remodeling starts with the kitchen or bath where Marlite fits perfectly. The beautiful, soilproof finish of this popular plastic-finished paneling makes it especially suited for creating modern bathroom and kitchen interiors. And once you've sold Marlite for a bath or kitchen job, you're in position to recommend it for other rooms, too.

To help you cash in on these profitable remodeling opportunities, dramatic ads appear regularly in leading magazines—*pre-selling your prospects*. In a typical county (Marion County,

Ohio, population 55,700) each Marlite ad in *BETTER HOMES AND GARDENS*, for example, reaches more than 16,000 readers. In addition, thousands more see Marlite advertising in magazines such as *AMERICAN HOME*, *HOME MAINTENANCE AND IMPROVEMENT*, *POPULAR MECHANICS*, *POPULAR SCIENCE MONTHLY*, to name a few. Make the most of Marlite. Tie in with this powerful program. Get full details from your Marlite representative or write Marlite Division of Masonite Corporation, Dept. 11197, Dover, Ohio.

Marlite® plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

OLA Convention Briefing

(Continued from page 44)

in '58, which means he must increase sales by \$4,000 a month or nearly \$50,000 for the year.

"One woman worked for us one month, with the understanding she would work only one month. But at termination, she immediately filed for unemployment compensation. Of the money you pay employees, 18 per cent actually is put in escrow with the Federal Reserve Bank, and that is probably one cost many of you are overlooking.

"I discovered I was under-insured by 40 or 50 per cent. But my most surprising discovery was that there were three values on my business. These were replacement value, sound value, and insurable value, and you can not insure for anything near the replacement value. If you haven't had an intelligent appraisal of your business property, I suggest you get one — soon."

Registration for the convention was announced as 2,567 by W. M. (Bill) Morgan, secretary-manager. Many of those were factory men and representatives or distributors, attending the companion merchandise show. For this, there were 169 booths, occupied by 150 exhibitors. The show was open each day of the convention.

On Saturday evening, October 18, approximately 300 attended pre-convention Hoo-Hoo conconcatation ceremonies for 11 kittens. This was followed by a buffet dinner and stag party.

At the convention, seven directors, elected in August, took office. They were: Dist. 1, B. L. Foote, Enid; Dist. 2, Lloyd Lee, Commerce; Dist. 3, H. G. Ridgeway, Durant; Dist. 4, Hugh Hughes, Cushing; Dist. 5, Francis Smith, Oklahoma City; and Dist. 3, Wallace Barrett, Ardmore.

46 WESTLAND BOULEVARD, S.W.
ATLANTA 10, GA.

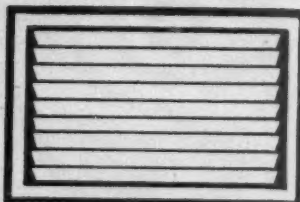
DOOR LITE COMPANY SOUTHERN

AL FIELDS
Call or Write



Sold through jobbers only.
Shipments of 150 lbs. prepaid.
doors.
window for installation in flush
door lite and double hung
the revolutionary combination —
and the all new Royair —
Plants
Louvers
Door lites
Another star in King Royair's
complete line of high quality

ROYAL LOUVERS



KING ROYAL PRESENTS

HELPFUL LITERATURE

WOOD WALL PANELING. An eight-page illustrated brochure in color on Weldwood textured wood wall-paneling illustrates and describes Surfwood, Sea Swirl, Weldtex, and Planktex. "Weldwood Textured Wood Paneling" gives helpful information on installation, maintenance, and finishes for the panels. Nancy Stuart, United States Plywood Corp., Dept. SBS, 55 W. 44th Street, New York 36, N. Y.

CONCRETE DATA. The 72-page, pocket-size "Concrete Primer" develops, in question-and-answer form, principles influencing concrete mixtures. It shows how knowledge of these principles can be applied to production of permanent concrete structures. The American Concrete Institute, Dept. SBS, P. O. Box 4754, Redford Station, Detroit 19, Mich.

GYPSUM BACK-BLOCKING. A new system for back-blocking horizontal wall joints in gypsum dry-wall construction is explained in a free brochure from the United States Gypsum Co., Dept. SBS, 300 W. Adams Street, Chicago, Ill. Stopping strips, positioning sidewall blocks, spreading adhesive, applying wall-board, and installation of finished one-side partitions are covered.

PORTABLE TOOL CATALOG. The Thor Catalog 28 features Thor's complete 1958 line of portable electric SpeedTools. It includes illustrations and specifications of 1/4"-5/8" drills, drill attachments, kits, and stands, grinders, jig saws, polishers, sanders, saws, and accessories for home and trade crafts. Thor Power Tool Co., Dept. SBS, Prudential Plaza, Chicago 1, Ill.

POLYETHYLENE USES. A six-page booklet, entitled "New Uses for Polyethylene in Construction," describes properties of the plastic film and illustrates its uses for concrete work, as a moisture vapor barrier, and as protective coverings. A list of polyethylene film suppliers is also available. Spencer Chemical Co., Dept. SBS, Dwight Building, Kansas City 5, Mo.

TRANSLUCENT PANELS. A four-page folder illustrates and describes varied uses of Alsynite translucent fiber-glass panels for daylighting farm buildings. Installation instructions are included in the FB 48-1 folder. Alsynite Co. of America, Dept. SBS, 4654 DeSoto Street, San Diego 9, Calif.

MASONRY WALL PRODUCTS. An illustrated folder covers applications and suggested specifications for Blok-Joint, a rubber control joint, and Blok-Mesh, swedged reinforcing, both for use in masonry wall con-

struction. Carter-Waters Corp., Dept. SBS, 2440 Pennway, Kansas City 9, Mo.

WOOD ROOF DECKING. New Architect's Bulletin gives design information, specifications, insulation values, and grade-use guide on the use of wood roof decking and heavy timber flooring. The Southern Pine Assn., Dept. SBS, P. O. Box 1170, New Orleans 4, La.

ALUMINUM WINDOWS. A colorful, illustrated folder shows and describes the complete line of Ualco aluminum windows — double hung, vertical sliding, ranch window wall, aluminum screens, glass block ventilator, storm windows, awning, jalousie, casement, horizontal slider, basement, and hopper. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

MILLWORK SALES AID. To go along with its extensive advertising program for Ideal millwork, the company is offering a sales aid in the form of a colorful 12-page brochure containing pictures and descriptions of various Ideal products incorporated in model homes. Dealers' imprint is furnished in the upper left-hand corner of the front cover. 100 of these booklets are free from the Ideal Co., Dept. SBS, P. O. Drawer 889, Waco, Texas.

FOLDING CLOSET DOORS. "Space and Cost Savings" is a three-color folder showing how the Berry Float-Away closet door reportedly saves money on construction costs. Line drawings illustrate installation and money-saving features. Specifications are included in the folder. Berry Door Co., Dept. SBS, P. O. Box 8278, Sta. F., Atlanta 6, Ga.

MERCHANDISING TECHNIQUES. A brochure prepared for dealers and distributors includes tips on better merchandising, display, advertising, and selling techniques. In four pages, the publication outlines how techniques can be modernized for greater sales power. The Advertising Council, Dept. SBS, 25 West 45th St., New York 36, N. Y.

COLORLED STEEL BUILDINGS. With new vinyl-aluminum protective coating, pre-engineered steel buildings in color are now possible, according to this brochure concerning Stran-Satin color. Six colors of this coating are available for application to galvanized steel panels. Test samples, it is claimed, showed no deterioration of the finish coat, no loss of adhesion, and no corrosion of base metals. Other advantages are outlined in the brochure by Stran-Steel Corp., Dept. SBS, Detroit 29, Mich.

LEVELS AND TRANSITS. A 30-page pamphlet offering description of levels and level transits has been released by the David White Instrument Co. Four transits are described and information on the use of them is given in the booklet. Copies of the pamphlet, entitled "From Point to Point," are available from David White Instrument Co., Dept. SBS, 2051 North 19th Street, Milwaukee 5, Wis. Information on bulk rates will be given on request.

CERAMIC TILE. Reprint of a booklet designed for ceramic tile contractors to distribute at home shows and in direct mail promotion is available. It describes various kinds of ceramic tile and its uses. Included is a section on prices for installed tile. It can be obtained from the Mosaic Tile Co., Dept. SBS, Zanesville, Ohio.

CEILINGS AND INSULATION. To aid the Do-It-Yourselfer install insulation and ceiling tile in his home, two booklets have been made available by the Wood Conversion Co., Dept. SBS, First National Bank Bldg., St. Paul, Minn. The Nu-Wood book deals with ceiling tile, and the 24-page Balsam Wool book covers all phases of application of insulation.

FACTS ON WOOD SCHOOLS. Providing reliable and factual material for school building program officials, architects, and the average citizen, this 12-page booklet on wood schools offers comprehensive information on costs, advantages, and construction. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison St., Portland 5, Ore.

TILE ADHESIVE CATALOG. Performance data and properties of a new water-dispersed ceramic tile adhesive have been included in a four-page, two-color, illustrated catalog from Adhesive Coatings & Sealers Division, Minnesota Mining & Manufacturing Co., Dept. SBS, 423 Piquette Ave., Detroit 2, Mich.

STONE IN ARCHITECTURE. Reviewing past and present uses of stone in architecture, "Stone — A Comprehensive Review of its Uses in Contemporary Architecture" also relates solutions to problems in use of stone. It discusses trends now developing in which stone can be used. Chicago Cut Stone Contractors Assn., Dept. SBS, 3215 W. Birchwood, Skokie, Ill.

HYDRAULIC POWER DOZERS. Bulletin CTS-112 describes hydraulic power-tilting and power-angling dozers which are available on TerraTrac 42 hp, model 320 crawlers. Tractor features, specifications, and comparisons are included in the bulletin. J. I. Case Co., Dept. SBS, Industrial Division, Racine, Wis.

get set for record profits when winter comes with these

NEWLY ENGINEERED

Vulco

STORM WINDOW and STORM SASH ALUMINUM SHAPES



NEW Vulco STORM PANEL VENTILATOR

369 STORM PANEL VENTILATOR for use with WE-1 or WE-2 Extruded Glass Frames or 301, 302, 321 or 324 Rolled-Formed Glass Frames in all fixed panel storm sash.



METAL PRODUCTS, Inc.

2801 6th Avenue, South
Birmingham, Ala.

NEVER your COMPETITOR

SALES OFFICES: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Liberty, Mo.; Los Angeles, Calif.; New Smyrna Beach, Fla.; New York City; Tyler, Tex.



No. 301
Glass Frame
3/8" x 15/16"



No. 305
Mullion 1/4" x 3/4"
for 301, 303 and 321



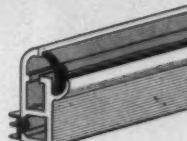
No. 303
Jalousie Glass Frame
3/8" x 15/16"



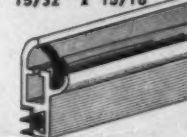
No. 321-323 Weather Stripped
Glass Frame
3/8" x 15/16"



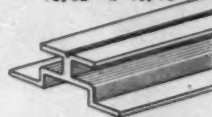
No. 321-322
Weather Stripped
Jalousie Glass Frame
3/8" x 15/16"



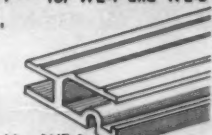
No. WE-1
Drop-In Glaze
Glass Frame
15/32" x 15/16"



No. WE-2
Drop-In Glaze
Jalousie Glass Frame
15/32" x 15/16"



No. WE-7
Mullion 3/8" x 1"
for WE-1 and WE-2



No. WE-8
Glass Frame for
Picture Window
1/2" x 1-1/8"

A Leader in the Industry since 1945. Member: Screen Manufacturers Association, National Combination Storm Window and Door Institute.



MAIL COUPON

To: Vulcan Metal Products, Inc., Dept. SBS
2801 6th Avenue, South, Birmingham, Alabama
Please send me complete information about VULCAN Quality Products and VULCAN Service. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

SCREENS DOORS WINDOWS ENCLOSURES

NAME _____

ADDRESS _____

CITY _____ STATE _____



It's easier to sell
JOHNS-MANVILLE FLOOR TILE



Johns-Manville Terraflex in Cardinal Red and Plain White with Black, Yellow and Red feature strips.

Johns-Manville Vinyl Asbestos Tile...

the beautiful, carefree floor that your customers want

You can expand your sales and profits by featuring Terraflex Vinyl Asbestos Tile. Home-owners considering remodeling are excellent prospects. Leading builders install Terraflex in their new homes for increased sales appeal.

Terraflex tile comes in a wide range of pleasing colors and styles which permits your customers complete freedom in floor design. Terraflex is easier than ever to install with Terraflex brush-on adhesive.

Full-page ads in *Life*, *This Week*, *Saturday*

Evening Post, *Better Homes and Gardens* continuously tell your prospects how floors by Johns-Manville stay first-day new with so little care. Brand-conscious home buyers know Terraflex requires only a damp mopping to keep its original beauty.

Display Terraflex in your showroom and cash in on the growing remodeling market. See your local Johns-Manville representative for full story about J-M sales promotion and merchandising aids.



JOHNS-MANVILLE

**THESE OTHER JOHNS-MANVILLE
BUILDING MATERIALS INCREASE
SALES AND PROFITS FOR YOU**



Pre-Primed Flex-board® comes to job site ready to take any paint. Large-size building sheets ideal for board and batten construction. Fireproof and rotproof.

Colorbestos® Side-wall saves expensive repainting for the homeowner. New Colorbestos Process assures lasting color and texture. Fireproof, rotproof and weatherproof. Ideal for both new homes and remodeling.



Spintex® Insulation saves the homeowner up to 30 cents on every heating dollar. Keeps rooms up to 15 degrees cooler in summer—a "must" to make air conditioning practical.

Fibretex Acoustical Panels absorb up to 75% of room noise that strikes them. Pre-decorated with handsome white finish for new homes or right over old ceilings.



Seal-O-Matic® Shingles, the only self-sealing shingle proved on over 300,000 homes. Resists wind, rain, hurricane. Saves costly roof repairs. Attractive colors and blends.



SOUTHERN BUILDING SUPPLIES for NOVEMBER, 1958

WHAT'S NEW in Building Trends

It's Fine to Write on the Walls!

Children, professors — anyone who has ever had the overwhelming desire to write all over the walls — can now scribble to heart's content with no harm done. On the condition, that is, that the walls are themselves chalkboards.



The United States Gypsum Co. has recently announced a method of making chalkboards part of the regular plastering job, so that as soon as the wall is plastered and painted, the chalkboard is there.

The chalkboards can be any size or shape. They can be formed into a fish or duck for the kindergarten, or a human torso for the medical students, or an entire chalkboard wall for a music room, mathematics, or physics room.

Attractive Patio Has Two-Level Roof

This attractive patio of novel design is constructed of brick, redwood, and Alsynite translucent fiberglass panels on a two-level roof. Planter boxes and a built-in barbecue add to its beauty and usefulness. The two-level roof employs sand-colored Alsynite on the higher roof and green on the lower.



Reportedly lightweight and shatterproof, the Alsynite panels are said to be easy to saw and nail, requiring no painting and only minimum maintenance.

For more details on above items, use Coupon on Page 67

65

HELPFUL Booklets FREE

101-K. DUCTLESS HOOD. Literature describes filter process, installation, operation, and maintenance of ductless hood that cleanses air of grease, odors, smoke, dust, and pollen through grease and activated charcoal filters, without ducts, vents, or louvers. The Ductless Hood Co., Inc., Dept. SBS, 601 Plandome Road, Manhasset, N. Y.

202-G. HOUSE SIDING FINISHES. "Natural Finishes For House Siding" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

209-D. ALUMINUM SIDING. Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

106-C. WINDOW SASH BALANCES. The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

101-J. SURVEYING INSTRUMENTS. Folder illustrates, describes, and gives prices for contractors' transit, construction and farm level-transit, construction and farm level, builders' dumpy level, true sight hand level, builders' Universal tripod, extension tripod, light construction and farm tripod, Universal builders' level-transit, and builders' rod and target. David White Instrument Co., Dept. SBS, 2051 North 19th Street, Milwaukee, Wis.

102-J. READY-MIX CONCRETE EQUIPMENT. Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost, operation, and return on investment of the Binabatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

103-J. WOODEN SHUTTERS. Sample panels, envelope stuffers, ad mats and specification sheets are available on this manufacturer's complete line of wooden shutters. Cannon Craft Co., Dept. SBS, Sulphur Springs, Texas.

105-I. ALUMINUM RAIL. Literature describes and illustrates Ad-justo-Ease decorative iron and Homecraft aluminum rail for level or stair installations. Available in 3'-4'-5' lengths, for Do-It-Yourself trade. Elite Fabricators, Dept. SBS, Bel Air, Md.

107-I. HOME BUYER'S GUIDE. Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

108-I. CERAMIC GLAZED TILES. Illustrated folder gives Do-It-Yourself installing instructions for ceramic glazed Moastiles. Simple instructions explain installation in seven steps. Samples of nine Moastile colors are included. David L. Moss & Co., Inc., Dept. SBS, 1270 Sixth Avenue, New York 20, N. Y.

102-I. DECORATIVE DOOR LIGHTS. Catalog describes and gives specifications for Royallite packaged, glazed flush door inserts, decorative moldings and lights, Royalovers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, Atlanta 10, Ga.

103-I. POLYETHYLENE SHEETING. Catalogs, prices, and samples of pure polyethylene sheeting in three thicknesses, widths from 3'

to 40', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

204-F. REDWOOD IN THE HOME. "Promote Redwood for True Beauty in the Home" by John Reno gives helpful pointers on moisture content, colors, grains, nailing, placement and finishes for redwood paneling and siding. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

204-H. CLOSET DOORS. "Space and Cost Savings" is a folder illustrating and describing Berry Float-Away closet doors. The doors reportedly save \$50 per house on construction costs. Berry Float-Away Closet Doors, Dept. SBS, 1091 Zonolite Road, N.E., Atlanta 6, Ga.

105-L. MODERN WOOD PANELING. Colorful literature describes Long-Bell's Flakewood paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices and stores. International Paper Co., Long-Bell Division, Dept. SBS, 928 Grand Avenue, Kansas City, Mo.

203-A. PLASTER REINFORCEMENT. A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

205-A. FACT FILING FOLDERS. Reynolds Aluminum offers dealers a set of 19 Fact Folders for a handy reference library on such products as aluminum roofing and siding, asphalt roofing and accessories, farm gates, insulation, nails, etc. New literature sent to dealers using folders. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

206-A. WESTERN PINE — SOURCES AND USES. WPA's 1958 membership directory lists 440 member mills by states, species, and products available. Six color folders show Western Pine finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

209-A. PLASTIC-FINISHED PANELS. Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Woodpanel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

213-A. WROUGHT IRON RAILINGS AND COLUMNS. New catalog page shows four column designs available with Versa wrought iron railing for Do-It-Yourself trade. It explains the ease of becoming wrought iron dealer. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

106-B. FIR PLYWOOD FACTS. Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

(Continued on Reply Card Page 68)

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card on page 68.

For more
information

More, MORE FREE, Free HELPFUL BOOKLETS!

(Save time and postage by requesting all the items
you want on this handy postage-paid reply card.)

(Continued from BOOKLETS FREE page)

201-G. RECESSED OVEN AND RANGE UNITS. A full-color brochure gives information and specifications of Modern Maid Built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

203-G. STEEL ATTIC STAIRS. Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

204-G. HOUSE PAINTS. Four colorful folders describe qualities, purpose, colors, and applications for Davis Alkyd Flat enamel, house paints, Vinyl Latex Primer, and clear finishes. The H. B. Davis Co., Dept. SBS, Baltimore 30, Md., and Savannah, Ga.

33-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, cored, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

101-G. HARDWOOD FLOORING. "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

201-F. DOOR LIGHTS. Catalogs and price lists are available for the Maywood line of decorative door lights, storm and screen door lights, louvers, panel units, moulding units, ornaments, and hardware accessories. Installation instructions are included. Maywood, Inc., Dept. SBS, P. O. Box 706, Amarillo, Tex.

202-F. CONCRETE BATCHING AND CEMENT HANDLING. C. S. Johnson offers folders which describe, list specifications, and illustrate the Johnson Tumbleweed portable batcher, and the Roundabout, Econoplant, and Jumbo transit-mix plants. The C. S. Johnson Co., Dept. SBS, Champaign, Ill.

203-F. WOOD WINDOW UNITS. Four two-color folders illustrate and describe M. W. Distributors' Bowindows, Air-Lite, Lift-T-Vue, and triple-gliding R-O-W wood window units. M. W. Distributors, Dept. SBS, Rocky Mount, Va.

101-E. SASH BALANCE AND METAL WEATHERSTRIPS. Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

202-E. HARDBOARD PANELS. A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

104-H. ALUMINUM WINDOWS. Brochures describe and

illustrate Ualco aluminum horizontal sliding, residential and commercial awning, casement, and double-hung windows, with specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders show Century No. 5 roofing shingles, Apac all-purpose board, Linabestos and Sheetrock wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Kenebec and Mattison Co., Dept. SBS, Ambler, Pa.

212-A. WOOD WINDOW WALLS. Catalog No. 581 and dealer merchandising kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Flexivents, Beauty-Line, basement, gliding, casement, and double-hung Pressure Seal units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

104-D. INSULATING ROOF DECK. A 20-page brochure, "New Dimensions in Ceiling Designs," shows and describes roof deck designs, cost comparisons, beam sizes, construction detail, and application tips. Insulate Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

105-D. FARM STEEL PRODUCTS. "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

106-D. WOOD AND METAL SCREWS. Southern Screw Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

108-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

202-D. VITRIFIED CLAY PRODUCTS. Brochure describes Dickey's new PVC coupling. Booklets are also available on

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BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 582, SEC. 249, P. L. & R., ATLANTA, GA.

SOUTHERN BUILDING SUPPLIES
806 PEACHTREE STREET, N. E.
ATLANTA 8, GA.



Dickey Perma-Line pipe and fittings, drain tile, wall coping, flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

203-D. WOOD WINDOW UNITS. Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Foresta, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

204-D. NEWSPAPER ADVERTISING. A 16-page brochure, "How to Prepare Newspaper Advertising That Sells," explains the fundamentals of newspaper advertising. How to use product mats and suggestions for copy themes and displays are included. Zonolite Co., Dept. SBS, 135 LaSalle Street, Chicago 3, Ill.

205-D. ALUMINUM WINDOWS. AIA file No. 16-L gives installation details and specifications for the complete line of Watson Weatherite Rugged aluminum windows: horizontal, slide, double-hung, single-hung, and insulating aluminum. W. M. Products Co., Dept. SBS, 5425 Blossom Street, Houston 7, Tex.

101-H. ALUMINUM NAILS. Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

207-D. BONDED ASPHALT ROOFING. New literature covers Fry Bonded asphalt roofings for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales, Dept. SBS, 5818 Archer Road, Summit (Argo P. O.), Ill.

210-D. INTERLOCKING ASPHALT SHINGLES. A color folder describes and illustrates Rubberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Rubberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

212-D. WESTERN LUMBER SOURCES. A 40-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas Fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

213-D. STOCK WOODWORK. A 40-page catalog gives specifications, construction, and application details for Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

214-D. CEILING TILE. A 16-page booklet features Colotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Colotex residential materials. The Colotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

215-D. REMOVABLE HORIZONTAL WINDOWS. A four-page folder describes the Rimeo Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

201-H. INTERIOR WOOD PANELING. Three folders show Weyerhaeuser's 4-square Lee-Wall paneling in formal and traditional styling, Nu-Wall in traditional and contemporary, and Western wood panelings in several patterns and finishes. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, Saint Paul 1, Minn.

104-I. PREFINISHED PANELING. Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

102-C. FIBER ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

109-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willets Avenue, Dallas 6, Tex.

201-C. WOOD PANELING. Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

202-C. SLIDING-DOOR HARDWARE. Two folders describe and illustrate the Har-Vey Handi-Frame pocket door frame and the Har-Vey "B" Line Slide-A-Fold hardware. Folders include installation instructions. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

203-C. STOCK MILLWORK. The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Weather double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

102-J. METAL BUILDING PRODUCTS. Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

1-K. METAL LATH, ACCESSORIES. Colorful catalog shows metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

202-H. GAS AND ELECTRIC RANGES. Catalog shows the Vernois line of gas and electric ranges, ovens, burner units, gas hot plates, rotisserie and blower. Descriptions and dimensions given for each. Mt. Vernon Furnace & Manufacturing Co., Inc., Dept. SBS, Mt. Vernon, Ill.

207-C. TRUSS LOCK PLATES. Illustrated folder details the layout, operation, and advantages of Tomplin truss lock plates and trusses. Tomplin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

2-K. WINDOW, DOOR PRODUCTS. Catalog describes Vulec screens and jalousies, Cascking screens, Superior and Ideal storm sash, Dura-Bilt screen and combination storm doors. Vulec Metal Products, Inc., Dept. SBS, 2001 Sixth Avenue South, Birmingham, Ala.

13-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for free-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 18905 Miles Avenue, Cleveland 5, Ohio.

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Send me these FREE Catalogs and Bulletins . . .

I want details on these New Products . . .

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INSULATION BRIEFING — Zonolite Co. representatives from six South-eastern states, with others from the vermiculite manufacturer's Chicago headquarters, met in Atlanta, Ga., recently for annual briefing on developments in building insulation. Discussing a new dealer wall banner, at right, are (l. to r.) Gilbert Myrick, district manager, New Orleans; R. L. Upchurch, division manager, Dearborn, Mich.; J. A. Kelley, president, Chicago; and J. T. Gander, L.O.F. Glass Fibers official, Toledo, Ohio.



Sales Show 17% Decline For Pittsburgh Plate Glass

Sales by Pittsburgh Plate Glass Co. and its consolidated subsidiaries for the second quarter of 1958 were \$132,256,539, a decline of 17 per cent from sales of \$160,186,668 reported for the comparable period of 1957.

For the six months period ending June 30, 1958, sales were \$249,562,690, a decrease of 20 per cent from sales of \$311,087,322, for the same period of 1957.

Net earnings for the second quarter of 1958 were \$7,686,123, equal to 78 cents per share, after income tax provisions of \$7,280,849. For the comparable quarter of 1957, reported net earnings were \$16,013,078, or \$1.62 per share, after income tax provisions of \$16,649,827.

First half net earnings were \$12,754,459, equal to \$1.29 per share, after income tax provisions of \$12,852,956. This compares with first half 1957 net earnings of \$29,239,370, equivalent to \$2.96 per share, after tax provisions of \$30,182,296.

Greater Use of Protective Treatment for Wood Noted

The 1957 Wood Preservation Statistics show an increase of 16.6-million cubic feet of wood treated for protection against decay, termites, marine borers, or fire over that similarly treated in 1956.

The use of creosote-coal tar solution increased 26 per cent, due, perhaps, to the large increase in treatment of cross-ties (22 per cent). Eighty per cent of all material reported in the survey was treated with creosote or a creosote solution.

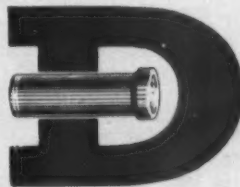
Another good reason why it pays to be a **Dickey** Dealer



You only have to sell them once on the new Dickey Coupling

Show this new Dickey Coupling on Dickey Perma-Line® Clay Pipe to all your customers—tell them to use it once and they'll discover cost savings they never thought possible. Even unskilled labor can make fast, completely watertight joints with the new Dickey Coupling. It's fused to the pipe at the factory—comes ready to use. Just a firm push joins the two pipe sections. Eliminating former time-consuming jointing methods makes sewer-in-place costs hit rock bottom. An unbeatable combination when you sell this coupling that has no equal on a pipe that has no age.

*Registered trade mark



Providing improved sanitation for better living

DICKEY sanitary salt-glazed clay pipe

W. S. DICKEY CLAY MFG. CO.

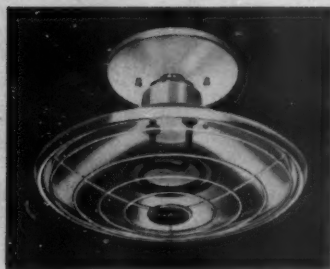
Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex. Ark.

If it's made of clay it's good... if it's made by Dickey it's better

PRODUCT PARADE

CEILING HEATER

A low-cost ceiling heater, installed easily in new or existing bathrooms, is introduced by NuTone, Inc., Dept. SBS, Madison and Red Bank Roads, Cincinnati 27, Ohio.



This NuTone model 928 is surface mounted to any standard 3" or 4" junction box. It extends 8 1/2" from the ceiling. Anodized aluminum reflector and grill are guaranteed never to rust or tarnish.

Write P423 on reply card, page 68.

SHINGLE SEALANT

A new sealant — extra-tough for resistance to a wide range of temperatures — has been incorporated by Keasbey & Mattison Co., Dept. SBS, Ambler, Pa., on its new Sealbac asphalt roofing shingles.

The sealant purportedly retains its adhesion and resiliency even after cooling, thus insuring the shingle longer years of use. It is applied to the shingle in broken stripes to permit adequate ventilation. Because of resiliency, it will not fracture during cold weather.

Write P424 on reply card, page 68.

NEW DRAWER SLIDE

Self-alignment is reportedly a prime feature of a nylon-roller drawer slide introduced by Amerock Corp., Dept. SBS, Rockford, Ill. The roller slide provides easy insertion and removal of the drawer, and reduces installation time for the cabinetmaker.



Formed lips of drawer tracks fit along underside of drawer to eliminate measuring and leveling. Cabinet

tracks mount on bottom rail flush with drawer opening. Each slide fastens with only four screws. Slotted screw holes in cabinet tracks permit easy adjustment. Rollers are graphite-treated, and are self-lubricating. The slide is said to carry a 50-pound load. Standard lengths are 18", 20", 22", and 24".

Write P425 on reply card, page 68.

SLIDING GLASS DOORS

Patio-rama, a new economy line sliding glass door, is introduced by Daryl Products Corp., Dept. SBS, 7240 N.E. 4th Avenue, Miami, Fla.

Specifically designed and produced for mass volume home builder, Patio-rama is available in the standard two-door unit, with a stationary panel and a sliding panel; the standard three-door unit, with two stationary panels and one sliding panel; and the standard four-door unit, with two stationary and two sliding panels.



The Patio-rama door is said to have tubular locking stile, wool pile weatherstripped jamb at leading edge, adjustable bottom nylon roller, adjustable deep jamb, decorative handle, anodized tubular grip, and key lock.

Write P426 on reply card, page 68.

FORTIFIED LINOLEUM PASTE

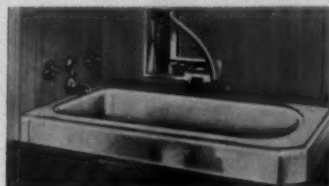
A linoleum paste — improved to allow longer open time and easier spreading for quicker application — has been placed on the market by the Atlas Adhesives Division of the Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

The new type, reddish in color, reportedly retains all high-strength and quick-grab properties of former pastes by the company.

Write P427 on reply card, page 68.

SUNKEN TUB

Another model in its newly introduced line of recessed bathtubs has been announced by Ingersoll-Humphries Division, Borg-Warner Corp.,



Dept. SBS, Mansfield, Ohio. The Belmont is a stylish, 5' sunken corner tub.

Available in left- and right-hand models, it comes in white and six pastel colors.

Write P428 on reply card, page 68.

FINISH PROTECTS ALUMINUM

Zelite, a protective finish produced by Zegers, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill., is now a feature of the company's Dura-seal metal weatherstrip and sash balance.

The new finish reportedly protects Dura-seal aluminum against weather and corrosion, giving a hard, clean, self-lubricating surface.

Write P429 on reply card, page 68.

PAYROLL TAX COMPUTER

A device designed to save time in preparing weekly payrolls is offered by Calcu-Tax Corp., Dept. SBS, 49 W. 37th Street, New York 18, N. Y.

The Calcu-Tax computer card shows withholding tax and the new 2 1/2% Social Security deductions — all on one line — for wage brackets up to \$250.



A plastic slide is moved to the desired wage bracket with no pages to turn, no calculations to figure, and no special practice or skill required. Replacements are available as tax rates change.

Write P430 on reply card, page 68.

INSIDE

AND OUT

LOCKED BY DEXTER

Portrait entrance set,
5 3/4" square escutcheon (8" high if
mounted Diamond)
5" backset

Dexlock with No. 28
Diamond escutcheon
7 1/2" high, 3 1/2"
wide, 2 3/4" or 5"
backset

Now Dexlock entrance elegance comes inside the house with striking new companion accessory trims. They're designed to match Dexter's large escutcheon entrance sets and are offered in a complete range of Dexlock standard or tu-tone finishes. Choose from Brass, Black, Bronze, Bright Chrome, Dull Chrome or Satin Anodized Aluminum. And, of course, they can be used with either Tulip or Round Dexlock knob styles.

Miniature Colonial
escutcheon No. 27,
3 1/4" diameter, 2 3/4"
or 5" backset

Miniature Portrait interior
escutcheon No.
29, 3 1/2" square, 2 3/4"
or 5" backset when
mounted square, 5"
backset when mounted
Diamond

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada:
Dexter Lock Canada Ltd.,
Galt, Ontario
In Mexico:
Dexter Locks, Plata Elegante,
S. A. de C. V. Monterrey
Dexter Locks are
also manufactured in
Sydney, Australia; Milan, Italy
and Porto, Portugal

WOOD GRAIN PROTECTION



An invisible "armor," said to protect the fine grain of wood doors and panels, is offered by the United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

Called Evergrain, the finish is a clear resin overlay formed to the wood surface under factory - controlled conditions. It is claimed to resist wear, impact damage, digs, scrapes, and exposure better than conventional wood finishes.

Write P431 on reply card, page 68.

KNOB LATCH VARIATIONS

A new solid handle and decorator tulip-style knob have been added to the knob latch series for aluminum and other combination storm and screen doors of the Ideal Brass

Works, Inc., Dept. SBS, 250 E. 5th Street, St. Paul 1, Minn.

This brings to six the variations of the bronze oilite bearing latch, which include: solid handle, spring loaded handle, standard knob, and tulip-style knob — all with standard or jalousie extended shank; solid or resilient strike; and with or without key locking.

The latches are made of heavy Zamac die castings with a Parkerized finish covered by two coats of separately baked enamel. The two thru-bolts and hardened steel spindle require only three 1/4" holes for mounting.

Write P432 on reply card, page 68.

QUICK-DRYING PAINT

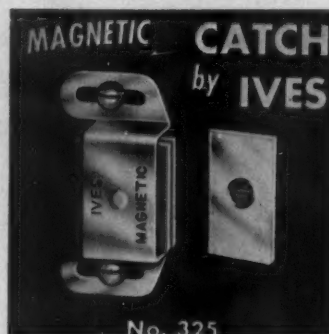
A non-toxic enamel said to dry within 15 minutes is introduced by Consolidated Chemical & Paint Manufacturing Co., Inc., Dept. SBS, 444 Lafayette Street, New York 3, N. Y.

Developed primarily for industrial use, Jet-Dri reportedly can be applied to production machinery and dry completely during course of a workman's lunch hour. It comes in 18 colors, including crystal-clear enamel. Reportedly non-toxic, the product is said to leave few brush-marks.

Write P433 on reply card, page 68.

MAGNETIC DOOR CATCH

A moderately-priced, popular-sized magnetic door catch — with reputed holding power up to 15 pounds — is offered by the H. B. Ives Co., Dept. SBS, New Haven 8, Conn.



The self-aligning permanent "ceramic" type magnet is set in a uniquely designed aluminum case with open front and back. This reportedly permits versatility of application, particularly on lip doors where case is set back to receive the door panel. Screw holes are forward to engage in the center of the frame. Counter demonstrators also are available.

Write P434 on reply card, page 68.

Whitest . . . BY ANY STANDARD

Whitest in the bag
Whitest in the mix
Whitest in the completed job



There are so many places where it is better to use Trinity White. It is a true portland cement with the "greys" and "off-color casts" eliminated. Recommend and sell it for architectural units; stucco; terrazzo; or any other job where appearance is important in good concrete.

A product of GENERAL PORTLAND CEMENT CO.
CHICAGO • DALLAS • CHATTANOOGA • TAMPA • LOS ANGELES

Trinity White

PORTLAND CEMENT

As white  as snow

PLYWOOD V-GROOVER

A manually-operated V-grooving machine random-grooves any plywood in spaces, left to right, from 6" to 9½". It is offered by the Hi-Grane Board Co., Dept. SBS, P. O. Box 7013, Fort Worth, Tex.

The Vee-Groovin'-Dude has a cutter base plate which hooks over guide-rail assembly for perfectly straight grooves. The operator moves the entire 110-115 volt motor assembly forward along the top edge of each guide rail.

A separate motor assembly bevels sheet edges. The tilted angle of motor and cutter leaves perfect half grooves on each sheet edge.

Write P435 on reply card, page 68.

LOW-PRICED KITCHEN SINK

Stainless steel sinks, economically-priced and part of a new line, have been introduced by Ekco Products Co., Dept. SBS, 1949 N. Cicero Ave., Chicago 39, Ill.



Of 18-8, nickel-bearing, 20-gauge stainless steel, the line is offered at retail prices 16 per cent below the company's DeLuxe line introduced last year.

Standard sizes, shapes, and depths, the exclusive white acoustical undercoating, and an "over-all satin" finish are among the features to be found in the new group of Ekco sinks.

Write P436 on reply card, page 68.

FLEXIBLE WEATHERSTRIP

DrafStop weatherstripping — a product of the Roberts Co., Dept. SBS, City of Industry, Calif. — combines clear-grain molding lumber and U.S. Rubber white vinyl foam, a closed cell type which reportedly absorbs no moisture and is highly resistant to weather, chemicals, and extreme temperature changes.

Designed to line top and sides of door frames, it may be shaped to fit uneven surfaces or other irregularities found on the job. It can be installed quickly and finished as desired, since paint is said to have no harmful effects on any part of the strip.

Write P437 on reply card, page 68.



This **DIXISTEEL** Building

COST ONLY \$3.32 A SQUARE FOOT

Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

HOME OF
DIXISTEEL
PRODUCTS

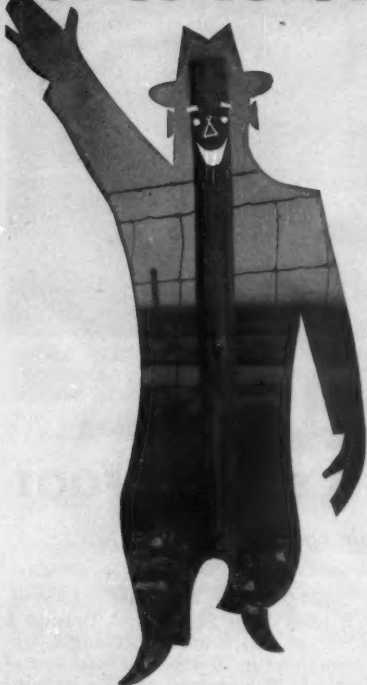
FREE ESTIMATES • NO OBLIGATION

Steel Building Division

Atlantic Steel Company

575 14th St. Atlanta, Ga. • TRinity 5-3441

HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "life-time" products—

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:
POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES
WOLMANIZED® DOUGLAS FIR LUMBER
UNTREATED FABRICATED TRUSSES

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Houston, Texas
209 Philador Bldg.
Dallas, Texas
P. O. Box 192
DeRidder, La.

410 T&P Pass.
Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.

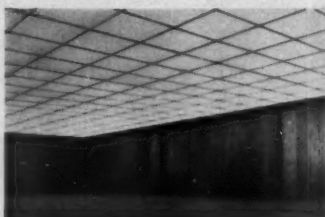


There is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
WOOD PRESERVING DIVISION
Kansas City, Mo. Longview, Wash.

ILLUMINATED CEILINGS

A suspended illuminated ceiling to meet the need for a wider scope of designs is introduced by John J. Fannon & Co., Dept. SBS, 3000 E. Woodbridge Street, Detroit 7, Mich.



The Pan-type modular lumed ceiling is constructed of Bakelite's rigid vinyl sheet and Plax Corporation's Polyflex 100, a bi-axially oriented styrene sheet.

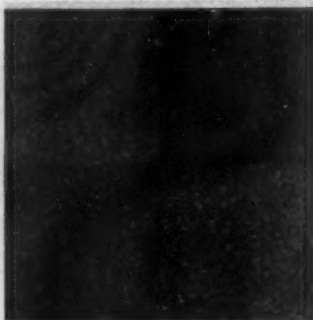
A translucent plastic air diffuser, which is flush mounted with the ceiling, is designed to operate at high outlet velocities.

An exclusive feature of the Thermotank Pan Ceiling is the extruded aluminum "V" track which forms the 2'x2' or 3'x3' grids without the use of a single screw.

Write P438 on reply card, page 68.

CORK-TONED FLOOR TILE

New cork tones have been added to its Vogue line of residential gauge vinyl floor tile by the General Tire & Rubber Co., Dept. SBS, Akron, Ohio.



Available in 9" x 9" tiles, Corktone comes in both light and dark shades. The pattern combines reproduction of striations and shadings found in high quality cork with a duplication of natural cork hues.

Write P439 on reply card, page 68.

MODERN BATHROOM FIXTURE

An off-the-floor water closet for cleaning bathroom floors around floor-mounted closets is offered by the Crane Co., Dept. SBS, 836 S. Michigan Avenue, Chicago 5, Ill.

The fixture, called the Walsan, is reportedly the first of its kind with a

concealed tank that fits in 2" x 6" studding on 24" centers. The tank is 8½" x 22" x 5½". It is made of steel and can be installed in a wall only 6" deep. Condensation is prevented by an insulated coating on the tank, concealed behind a steel panel that snaps into place on the wall without screws. The panel is 12" x 35", and can be easily removed for tank maintenance.

Write P440 on reply card, page 68.

SAW HORSE BRACKET

A new saw horse bracket of extra heavy gauge steel to provide 100 per cent support to crosspiece is offered by the Chas. O. Larson Co., Dept. SBS, P. O. Box 358, Sterling, Ill.



The No. 1424 bracket is designed to provide easy adjustment for either 2x4 or 1x4 lumber. A Spin Speed nut — giving 7 to 1 leverage — locks the saw horse in position, clamping legs tightly on all sides. No nails or screws are needed. Saw horses are set up or knocked down in seconds for easy transporting and storage in minimum space.

A smaller model, the No. 1222, and a larger model, the No. 1626, are also available.

Write P441 on reply card, page 68.

CERAMIC DOOR KNOCKERS

A group of ceramic door knockers has been developed by the Yale & Towne Manufacturing Co., Dept. SBS, Chrysler Building, New York 17, N. Y.

The knockers come in four designs, covering the range from traditional to contemporary: gold medallion on white, gold medallion on black, open rose buds on white, and maple leaf on white.

The knockers have hand-decorated, ceramic face plates, trimmed in 22-carat gold. The rings and strikes are solid brass.

Write P442 on reply card, page 68.

STEP UP YOUR SALES *with*
Rimco
WOOD *window units*



Rimco "Six-Ten"



Rimco "Vent"
and Rimco "View"



Rimco "Casement"



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write our FACTORY DIVISION
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BOOTH NO. 507



Rock Island

Quality Products of

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MILLWORK COMPANY

Rock Island, Illinois

The Rimco "SLIDE"
 —Removable Sash



CONSUMER BENEFITS GALORE!

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- Chrome Sash Hardware, Factory Applied.
- Aluminum Edged Insulating Panels Installed.
- Wide Range of Sizes.

Be Sure To See
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EASY TO STOCK — EASY TO SELL

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As a dealer I know it's important to stress quality and performance for products I handle. That's why when lumber is being used near the ground or in contact with masonry, I tell the buyer to use Wolmanized® pressure-treated lumber. Then I know the lumber will last a lifetime and give complete protection against termites and rot. I've found that when I call attention to the low cost protection of Wolmanized pressure-treated lumber, it brings in more lumber business.

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If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.



Welman Preservative Dept.
KOPPERS COMPANY, INC.

756 Koppers Building, Pittsburgh 19, Pa.



Wolmanized®
PRESSURE-TREATED LUMBER

PET DOORWAY

A solution to the problem of pets who always seem to be on the wrong side of the door is provided by the FlexPort pet door, offered by Turen, Inc., Dept. SBS, Danvers, Mass.

The doors can be installed in the home, garage, dog house, or any sheltered area in a model for every size pet. Three FlexPort sizes are available in aluminum and three sizes in plywood.

The iris of the FlexPort is made of overlapping triangular plastic shutters, which close automatically after passage of pet, keeping out snow, rain, wind, flies, and mosquitoes.

Shutter units include sturdy aluminum retaining rings and cover plate. Complete units consist of the basic shutter unit plus aluminum tunnel sheathing and two heavy-duty aluminum frames. Economy plywood shutter units have retaining rings fabricated from 1/2" exterior plywood.

Write P443 on reply card, page 68.

CAVITY FILL INSULATION

A patented water-repellent insulating material for block and cavity wall construction has been introduced by the Zonolite Co., Dept. SBS, 135 South LaSalle Street, Chicago 3, Ill.

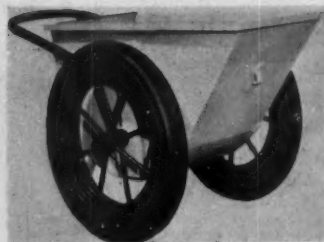


Zonolite water-repellent block and cavity fill insulation, a free-flowing vermiculite, can be poured easily from bag into block cores. The material reportedly reduces by 50 per cent heat transfer through masonry walls when cores are filled with the material.

Write P444 on reply card, page 68.

NARROW CONCRETE BUGGY

A narrow-type concrete buggy, designed to go through a standard 30" door frame, is offered by the Muller Machinery Co., Dept. SBS, Metuchen, N. J.



It is claimed to be capable of handling a capacity of six cubic feet. Lightweight and portable, the buggy can be moved indoors to previously inaccessible locations.

Write P445 on reply card, page 68.

PLYWOOD SCREW

The Hobbs-Head wood screw, designed primarily as an improved clamping device for plywood applications, is offered by the Harbor Sales Co., Dept. SBS, 1501 S. Warner Street, Baltimore 30, Md.

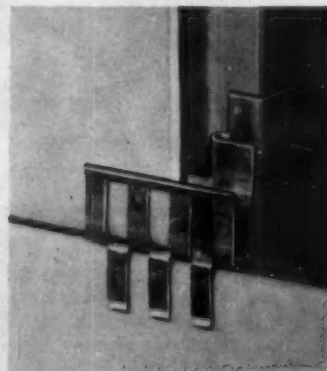
The relatively flat undersurface of the screw reportedly reduces the usual splitting-action of a standard wood screw. The ridged ring is said to offer positive sealing action against capillary moisture flow. Standard countersinks and drive bits are used for application.

The Hobbs-Head screws are available in bronze and brass with a standard cross-recessed slot.

Write P446 on reply card, page 68.

STEEL CLIP SYSTEM

Reduction in plaster cracking and sound transmission is claimed for the Flex-Clip system recently developed by the National Gypsum Co., Dept. SBS, Buffalo 2, N. Y.



The system consists of three galvanized, flexible, steel clips that attach 1/2" gypsum lath to wood framing. These clips are designed to absorb stress and strain that would ordinarily be transferred to the plaster surface as wood framing moves.

Write P447 on reply card, page 68.



A pocket full of profit...

NEW! HAR-VEY Pocket Door Frame Pak Fits All Door Sizes

Just what the builder wants... Har-Vey's Handi-Frame is fashioned to satisfy the most discriminating buyer. Besides fast, easy one-man installation your customer is assured of perfect door control for a lifetime because famous Har-Vey Sliding Door Hardware is a part of every Har-Vey Handi-Frame. Remember Har-Vey lets people feel the difference in a quality home.

Har-Vey Handi-Frame cuts your inventory, handling and sales cost... it comes complete, including telescoping header and track assembly, door pulls and rigid split jambs and studs in one easy to handle Handi-Pak. One Handi-Frame fits all sizes of doors from 2 to 3 feet wide and 6 to 6 feet 8 inches high. Har-Vey helps you build better, more satisfied customers.

your customers want fast ONE-MAN installations like this...

CUT TELESCOPING
HEADER TO SIZE

NAIL HEADER TO JAMB

CUT NAILING STRIPS

ERECT SPLIT JAMBS
AND STUDS

ATTACH HARDWARE
AND HANG DOOR



write for Bulletin H-16
AMERICAN SCREEN PRODUCTS COMPANY
General Offices: 61 E. NORTH AVENUE
NORTH LAKE, ILLINOIS

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"CECO switched to SPIREX balances for quieter, more efficient operation"

"At Ceco we are always looking for ways to improve our windows, no matter how successful they may already be. So, when we examined Caldwell's new Spirex, we saw an opportunity to improve our aluminum double-hung residential units. After a thorough checking and testing, we switched to the Spirex for our new 60, 70 and 80 series. As a result, the operation of these new units is noticeably quieter and smoother."

J. H. Field, *Manager, Commodity Sales*
Ceco Steel Products Corporation

The new Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

For additional information on the new Spirex call your Caldwell representative or contact the factory: Caldwell Manufacturing Company, 63 Commercial St., Rochester 14, N. Y.



ROCHESTER, N.Y. • JACKSON, MISS.

MULTI-PURPOSE LADDER

A versatile, multi-purpose ladder is introduced by the Patent Scaffolding Co., Inc., Dept. SBS, 38-21 Twelfth Street, Long Island City 1, N. Y.

Called the Extend-A-Step, it can be converted from a step ladder to an extension ladder, to a stairwell ladder, to a ladder for sloping ground, and into two separate ladders.

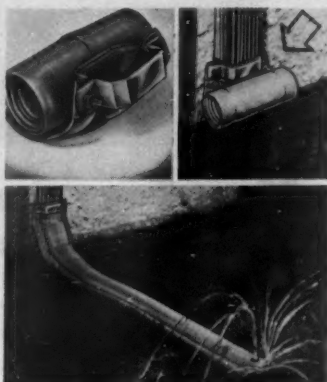
Available in sizes from 4 to 8 feet — with extension lengths from 5'5" to 13'5" — Extend-A-Step has truss-rodged and knee-braced steps, safety spreader hinges to prevent pinched fingers, and durable, zinc-plated hardware.

Write P448 on reply card, page 68.

DOWN SPOUT ATTACHMENT

A down spout attachment designed to disperse rain water is offered by Down Spout-O-Matic, Dept. SBS, 431 South Princeton, Villa Park, Ill.

One end of the flat, green hose, 48" long and 7" wide, is secured to the



down spout with a steel bracket; the other is sealed except for three 3/8" brass disks with multiple holes.

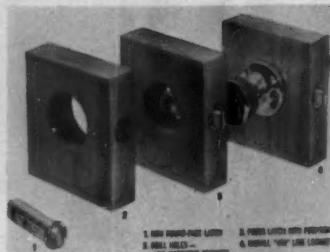
In clear weather, the hose is coiled; when it rains, the force of the water causes it to uncoil. Thus, rainwater comes out in a spray — away from the house foundation, with no danger of a wet basement or unsightly gouges in the lawn.

Write P449 on reply card, page 68.

EASY LOCK INSTALLATION

Simplification of lockset installation has been achieved by a round face latch introduced by the Kwikset Division, American Hardware Corp., Dept. SBS, Anaheim, Calif.

This new latch eliminates need for screws in door edge, as well as the necessity for mortising and chiseling out excess wood for latch face. Special bits and jigs are available for boring counter-sunk hole required for latch face. After that,



latch reportedly merely pushes into place.

Write P450 on reply card, page 68.

POWER SAW KIT

An electric power saw — said to contain "eight saws in one" — is now available in kit form from Wen Products, Inc., Dept. SBS, Chicago 31, Ill.

The kit has a heavy-gauge metal carrying case that holds the Wen electric saw with blade inserted ready for action, a circle cutter and rip-sawing attachment, and five assorted blades. These include three wood cutting blades ranging from coarse (seven teeth per inch) to a fine scroll blade (14 teeth per inch), and two metal and plastic cutting blades, 18 to 32 teeth per inch.

The Wen saw weighs 3 1/2 pounds and operates on a 115-volt AC/DC motor 1.8 amp. rating. It develops 2,650 % strokes per minute under load.

Write P451 on reply card, page 68.

NYLON ANCHOR

The Tap-It nylon anchor — designed to hang, fasten, and secure almost anything with greater pull-out and shear strength safeguard — is offered by Robert Q. Partridge Products, Inc., 1010 East 15th Street, Dept. SBS, Miami, Fla.



The anchor reportedly can be tapped in concrete, cinder block, brick, wood, glass, metal, stone, tile, slate, and plastic bases, in one-fourth the former installation time. It comes in boxes of 100, complete with rustless nails and extractor tool. Special drills are optional.

Write P452 on reply card, page 68.

PRODUCT BRIEFS

POWDER-ACTUATED FASTENER which can stop an overdriven fastening tool in its tracks will be displayed by Ramset Fastening System at the Nov. 22-25 Convention and Exposition of the National Retail Lumber Dealers Assn. Ramset is a division of Olin-Mathieson Chemical Corp., Dept. SBS, 460 Park Avenue, New York 22, N. Y.

Called Flite-Chek, the tool uses the same type powder loads and threaded stud fasteners as the standard Ramset powder-actuated equipment. It is used for both hammer-in fastening work and manual drilling, and will prove of interest to maintenance men, electricians, instrument, installers, latherers, and plasterers, plumbers, contractors, and sign installers.

Write P453 on reply card, page 68.

OIL-FREE FLOOR FINISH that reportedly has greater wearability and gloss retention properties is offered by E. I. DuPont de Nemours & Co., Finishes Division, Dept. SBS, Wilmington, Del. Called an oil-free urethane clear, the finish is said to collect little dirt because of the hardness and gloss of the coating. The finish reportedly dries rapidly under what would normally be considered adverse conditions and dries without wrinkling when applied in unusually heavy coats.

Write P454 on reply card, page 68.

CONTACT CEMENT is reportedly odorless and non-flammable. An air-drying adhesive which changes color when ready for bonding, Roltite water base contact cement bonds immediately and permanently without clamps or presses. It can be applied with a wide paint brush, short-fibered paint roller, or spraying equipment. One gallon covers 300 square feet. The Midcontinent Adhesive Co., Division of Minnesota Mining and Manufacturing Co., Dept. SBS, Grove City, Ohio.

Write P455 on reply card, page 68.

LOW-LUSTRE HOUSE PAINT, said to have been weather-tested for exterior finish, is introduced by Jones Blair Paint Co., Dept. SBS, Dallas, Tex. Called Velvex, the paint contains an alkyd resin vehicle which is claimed to resist peeling common to yellow pine siding and blistering from moisture conditions. Velvex may be intermixed to produce more than 300 custom colors. No priming is needed.

Write P456 on reply card, page 68.

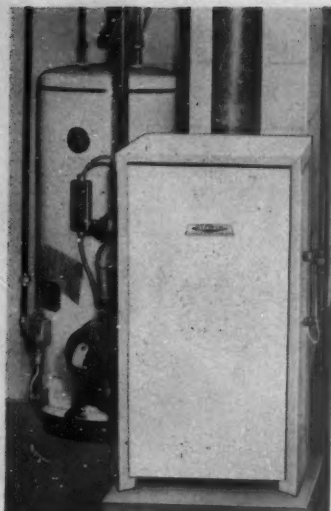
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FAMOUS
NAME
BEARS
BRANDING

Allison SPA 

THIS END BRAND ASSURES YOU OF QUALITY SOUTHERN PINE

Since 1899 the name "Allison" has stood for quality Southern Pine. Now we are branding this name on the end of every piece of lumber that leaves our mill—for greater customer convenience, easy identification, and complete assurance of quality. Allison-brand lumber is strong, it's 100 per cent kiln-dried, it's precision-made. Ends are trimmed smooth and square. There's no better lumber anywhere than Allison Southern Pine, now end-branded for your convenience and protection.

THE *Allison* LUMBER COMPANY
BELLAMY,  ALABAMA



GAS FIRED MIDGET BOILERS for home heating are offered by the Peerless Heater Co., Dept. SBS, Boyertown, Pa. The Mighty Midget is said to be easy to install and fit into tight areas, replacing old boilers three and four times its size. Units are available in three sizes. Cabinets are ultramodern in style and insulated on all four sides and top.

Write P457 on reply card, page 68.

PAINT BRUSH CLEANER which reportedly removes oil and latex paint, enamel, and varnish in seconds is offered by the Enterprise Paint Manufacturing Co., Dept. SBS, 2841 S. Ashland Avenue, Chicago 8, Ill. The brush need only be dipped in the Dunk can, swished around a few times, and then rinsed clean under water. Dunk is said to be effective with rollers also.

Write P458 on reply card, page 68.

PACKAGED SCREWS with illustration and nomenclature of contents designed into the box, are introduced by Keystone Screw Corp., Dept. SBS, Willow Grove, Pa. All standard sizes and head styles are included in the package, which holds machine screws, stove bolts, sheet metal screws, and machine screw nuts.

Write P459 on reply card, page 68.

GATE LATCH HARDWARE for use on single acting gates, shed, and barn doors is available from McKinney Manufacturing Co., Dept. SBS, Pittsburgh, Pa. The Number 1947 Gravity Gate Latch is self-latching; however, it can be easily released by raising the trip bar. It comes in two styles — the 1947 for gates flush with the fence post and the 1948 for gates which overlap the fence post. The latch unit is designed for insertion

of a padlock after the gate or door is closed.

Write P460 on reply card, page 68.

DEGREASER KIT for removing grease, oil, fat, and wax from concrete surfaces comes complete with brush, squeegee, and full instructions. Greasup Kit includes both Greasup and Alprep chemical compounds for cleaning. Berylex National Sales, Division of Harry Warde, Inc., Dept. SBS, Rosedale Station, Kansas City 3, Kans.

Write P461 on reply card, page 68.

ALUMINUM SIDING has factory-attached glass fiber insulation blanket, which eliminates need for installing separate insulation and siding. Painting of the house is also eliminated, since the Rexalum Imperial siding is pre-finished in seven colors in permanent, rolled-on, baked enamel. Consolidated General Products, Inc., Dept. SBS, W. 24th & Nicholson, Houston 8, Texas.

Write P462 on reply card, page 68.

NON-SLIP TILE for walkways, stairs, ramps and floors exposed to heavy traffic is offered by the Vermont Marble Co., Dept. SBS, Proctor, Vt. The Norton Alundum stair-and-floor tile is said to be wear-resistant. It comes in six popular colors and six sizes.

Write P463 on reply card, page 68.

BLONDE FINISH KIT includes three cans of finish coats, and two graining tools for a new and simple method of painting on a blonde finish over old paint or varnish. Pierre's Miracle Blonde is available in antique white, maplewood and mahogany, blonde, gray drift, Swedish blonde and natural blonde. Frost Paint and Oil Corp., Dept. SBS, Minneapolis, Minn.

Write P464 on reply card, page 68.

ANTI-RUST PAINT that can be applied over damp metal surfaces is offered by Paramount Industrial Products Co., Dept. SBS, University Center Station, Cleveland 8, Ohio. Apex Black is said to absorb the rust particles into the paint pigment, retarding further rust action and forming a glossy black finish. It reportedly resists dampness, grease, oil, mild industrial acids and withstands extreme temperature changes.

Write P465 on reply card, page 68.

OUTDOOR FLOODLIGHTS, with full-floating socket construction that reportedly insures a perfect weatherseal and positive electric contact with all makes of reflector lamps, are introduced by Stonco Electric Products Co., Dept. SBS, Kenilworth, N. J. The line is made for medium or mogul base reflector lamps in 75- to 500-watt sizes. All units are weatherproof, corrosion-proof heavy-duty cast aluminum.

Write P466 on reply card, page 68.





**LOUVERED
SHUTTERS**

PREFERRED by

- architects
- builders
- decorators
- do-it-yourself folks

**Meet the growing demand
for interior shutters with
SUN-AIR — the line that
really SELLS!**

- selected, finest quality woods
- standard sizes always in stock
- custom sizes to your specifications
- fast delivery on your orders

WRITE FOR INFORMATION ON DEALERSHIPS

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PROFITS ZOOM!

Every Terrazzo, Tile, Cement, Plasterer, Building, Construction customer needs the virtually unbreakable FORTEX® RUBBER PAILS! They are practically indispensable! Great for your Farmer, Rancher, Factory, Institutional, Maintenance customers!

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We're opening up new Territories — write today!

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CAUCHOTEX INDUSTRIES, INC.
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**ARKANSAS PINE
MILLWORK
DOOR JAMBS
MOULDINGS
TOP-FLITE
ATTIC STAIRS
WINDOW FRAMES**

GENUINE Warp's PLASTIC COVERALL

AS LOW AS 1¢ SQ. FT.

PURE POLYETHYLENE SHEETING IN 3 THICKNESSES—WIDTHS FROM 3' to 40' — 100 LIN. FT. PER ROLL

Warp's COVERALL is made in 3 thicknesses and many widths to meet any requirement in building or remodeling. CLEAR COVERALL is a tough, polyethylene plastic sheeting that has hundreds of applications (meets FHA specifications). BLACK COVERALL, a tough, sunlight-resistant polyethylene plastic film is recommended for use where material is exposed to direct sun.

Warp's COVERALL is the Best Polyethylene Plastic Sheeting Money Can Buy

- WATER-TIGHT
- ACID-PROOF
- ROT-PROOF
- STAYS FLEXIBLE AT 60 BELOW ZERO

For current prices, samples, and product information on Warp's COVERALL, ask your Jobber or write to Warp Bros., Chicago 51.

Retail →	1¢ 2 Gauge 3/32" (.002 Thick)	2¢ 4 Gauge 1/16" (.004 Thick)	3¢ 6 Gauge 1/8" (.006 Thick)
Moisture-Proof CLEAR	3', 4' and 8 Ft. Widths	3', 6', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	6', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths
Sun-Resistant BLACK	3 Ft. Widths	6' 12' 14' 16 1/2' 20' 24' 28' 32' & 40 Ft. Widths	4' 6' 12' 14' 16 1/2' 20' 24' 28' 32' & 40 Ft. Widths

Warp's Coverall also Available in Pre-Cut Packages from 12' x 12' to 20' x 20'

CARRIED BY RELIABLE JOBBERS EVERYWHERE

WARP BROS. PIONEERS IN PLASTICS — SINCE 1924 — CHICAGO 51, ILL.

FORDYCE SUPERIOR PRODUCTS MEAN PROFIT FOR JOBBER



The complete line of kiln dried Arkansas soft texture yellow pine, pine millwork, exterior and interior door jambs and window frames means more and bigger profits for building supply jobbers.

Investigate also the Top-Flite folding attic stair. A sample may be ordered at car load price.

Write, call or wire today!



FORDYCE WOOD PRODUCTS INCORPORATED

P. O. BOX 312

FORDYCE, ARK.

SOUTHEASTERN AGENT

W. M. (BILL) INGRAM

P. O. BOX 8126, STATION F

ATLANTA, GEORGIA

CORRUGATED ROLL ROOFING now comes with two improvements, making application easier and assuring tight sealing of the roof. A scored line has been impressed into the crimped nailing edge as a positive nailing guide. Once it is nailed, the scoring presses firmly into the sealing mastic on the lap edge of the roofing beneath. A continuous red gauge line has been printed on each roll to help assure that proper lap will be maintained for effective sealing of the roof. Ceco Steel Products Corp., Dept. SBS, 5601 West 26th Street, Chicago 50, Ill.

Write P467 on reply card, page 68.

FURNACE CONTROLS which reportedly bring heating comfort at the touch of the fingertip are offered by the Bryant Manufacturing Co., Dept. SBS, 2020 Montcalm Street, Indianapolis, Ind. The Robotrol is integrated into the company's Command-Aire series of deluxe furnaces. This single control serves to switch the home comfort system from winter heating to summer cooling.

Write P468 on reply card, page 68.

HOT WATER BASEBOARD which reportedly eliminates drafts and uneven heating is offered by the Patco Manufacturing Co., Dept. SBS, 231 North Broad Street, Philadelphia

6, Pa. The Low-Line baseboard measures 7" high by 2 1/4" deep. Said to be ideal for installation under picture windows, the baseboard has newly designed Snap-Fit covers and accessories that eliminate drilling and screws.

Write P469 on reply card, page 68.

JALOUSIE DOOR with a 15-louver jalousie is offered by Capitol Products Corp., Dept. SBS, Mechanicsburg, Pa. The door is available in Capitol's 1" Z-bar master frame with full piano swaged hinge and swaged full piano hinge beveled expanded frame. Stainless steel weather stripping around the louvers and Schlage wool pile weather stripping around all three sides of the frame complete the weather seal. The door comes equipped with a removable screen panel.

Write P470 on reply card, page 68.

HIGH-PRESSURE LAMINATES in the new Carrara Marble pattern are offered by the National Plastic Products Co., Dept. SBS, Odenton, Md. As part of the Nevamar line, Carrara Marble reportedly has mar, scratch and stain resistance; ease of maintenance; and "built-in" beauty. The marble reproduction is available in pink, beige, green, grey, and charcoal.

Write P471 on reply card, page 68.

LARGER SHEET to eliminate waste in the making of large tables and desks has been introduced by the Formica Corp., Dept. SBS, Cincinnati, Ohio. The 4' x 8' sheet comes in the Sunrise line of 72 colors and patterns. The new size also will permit fabricators to make counters with high back splash areas out of one sheet.

Write P472 on reply card, page 68.

ONE-HANDLE FAUCETS for shower, tub and shower-tub combinations are introduced by the Moen Faucet Co., Dept. SBS, 142 Woodland Avenue, Elyria, Ohio. The faucet's single piston reportedly seals with the direction of water pressure instead of against it. Water closure is manual and positive. Precision-engineered stainless steel working parts and special Neoprene "O" rings prevent the water from dripping or leaking.

Write P473 on reply card, page 68.

ASPHALT TILE in four Marbleized and Carnival colors, mottled in contrasting hues, has been added to the line of Kentile, Inc., Dept. SBS, 58 Second Avenue, Brooklyn 15, N. Y. The Marbleized colors come with a main background of light beige, cream, and white. The Carnival color is a light beige background with mottled colors.

Write P474 on reply card, page 68.

new ideal knob latch



Cam operates locking mechanism

Knockout for locking cylinder

Available through leading wholesale hardware and building supply jobbers or write us.

IDEAL BRASS WORKS, INC.
250 E. 5th Street • St. Paul 1, Minn.

with "Oiled For Life" Construction

The new Ideal "A" Series Knob Latch is quality designed for aluminum and other combination storm and screen doors. It has a floating, heat treated hexagon spindle supported on either end by a Bronze Oilite bearing. Installation is by two thru-bolts that absorb pulling strain.

Drill only three 1/4" holes. Key locking can be made before or after the latch is installed. Two finish coats are separately baked on over Parkerized heavy Zamac die castings... a base silver aluminum coat and then a clear Epoxy enamel finish.

Ideal



GARDNER'S ROOFING COMPOUND, THAT IS!

GARDNER ASPHALT PRODUCTS CO.

POST OFFICE BOX 5776

TAMPA, FLORIDA





'TOP BRASS' LINE-UP — This group of Hassinger Organization officers was on hand in Chattanooga, Tenn., September 26, to man the reception line at the Reserve Warehouse Corp.'s second annual open house for dealers and manufacturers. The firm's new 22,000-sq.-ft. warehouse also was officially unveiled that day. Comprising the above group are (l. to r.) W. E. Hassinger, vice-president, and L. C. Hassinger, president, both of Bristol, Va.; D. O. Mirts, manager, Reserve Warehouse Corp., Chattanooga; W. E. Hassinger Jr., manager, Hassinger Wholesale Co., Inc., Greensboro, N. C.; M. A. Hassinger, treasurer, Bristol; H. B. Whittaker, manager, Central Warehouse Corp., Bristol; and W. S. Arnett, manager, Dealers Warehouse Corp., Knoxville, Tenn.

Flying Jumps Sales

(Continued from page 32)

architect's approval. There wasn't much time, and the style hadn't gone into production yet at either of the California branches of Southern Sash.

Word was received in Sheffield, and it wasn't an hour before a factory representative was in the air, on the way to the West Coast with the sample.

Prefab Profit-Maker

(Continued from page 34)

like to undertake.

"We operate on the philosophy," Coman explains, "that if the public gets accustomed to calling us for repair jobs, they'll think of us also when they want \$1,000 worth of lumber and other building materials for an addition to the house or modernization."

These carpenters are the men who prefab the garden houses. It's possible for one crew, working full time, to prefab two units a day.

FOR THIS CHRISTMAS...

Sell Displays that move




• For Homes and Stores • For Advertising • For Community Projects

For several years past, a great many Homasote Dealers have made as much (or more) money in the last quarter of the year as in any other. They have done this by pushing Homasote for trainboards and Christmas tree platforms — and Easi-Bld® Patterns for Christmas Displays of many types.

This year they will push, not only the old, tested best sellers, but also sensational new displays that move. Santa waves his greeting! His reindeer gallop! (There are similar displays for other seasons of the year.)

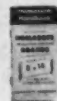
You sell these patterns — plus the full bill of materials — to home owners, to advertisers, to retail stores, to the promoters of community Christmas projects. You make a 33 1/3% profit on

the patterns and your usual mark-up on all the materials required. Each pattern specifies everything needed. Our national advertising tells them they can buy everything from the Lumber Dealer.

We urge you to get the full facts on this proved program for building your last quarter sales. Every home, church, club and business organization in your community is a prospect. The fool-proof patterns include Santa, his sled and his reindeer, Nativity Scenes, outdoor Madonna, greeting cards, choir boys and many others.

Write, wire or phone for the full details — today.

• T. M. Rex, Easi-Bld Pattern Company



HOMASOTE COMPANY

In U. S., kindly address
Trenton 3, New Jersey.
In Canada: Toronto,
Ont. — P.O. Box 35,
Station K



Send the literature and/or specification data checked:

- | | |
|---|--|
| <input type="checkbox"/> Easi-Bld Motion Displays | <input type="checkbox"/> Easi-Bld Patterns |
| <input type="checkbox"/> Homasote Roofing | <input type="checkbox"/> Grooved Vertical Siding |
| <input type="checkbox"/> Trussed Arch | <input type="checkbox"/> Homasote (72-page) |
| <input type="checkbox"/> Poultry Houses | <input type="checkbox"/> Handbook |

NAME

ADDRESS

CITY.....ZONE.....STATE.....L-26

"But the pretty part about it is that they work on the prefab jobs when they can't work elsewhere," Coman concluded.

Wood-Scrap Giveaway

(Continued from page 33)

You've guessed it — they give away sawdust to farmers, hog and poultry raisers, and others. As a result, it is hauled away as fast as it accumulates.

It isn't strange that most of the lumber used in nearby hog houses, farm homes, and poultry farms comes from Erickson's, to say nothing of paint, millwork, nails, locks, and other items in a well-rounded building supply store stock.

The company makes no secret of the fact that it makes an intensive effort to make a customer out of every new resident. Utility lists and other such records are scanned regularly for new names.

A letter and a magazine which advertises paint and building supplies, published by a manufacturer, is sent to them. The names are kept on the regular mailing list which is circularized at least once a month.

"We use all the direct mail we can," Erickson told S-B-S, "but we don't neglect personal contact. So we make sure we call on newcomers soon after they are located and invite them to our store."

"We try to keep up an aggressive outside selling program, and our store personnel, as well as I,

go out to make sales where new building is taking place or where remodeling or painting is indicated," Erickson continued. "We watch for tips in the newspapers and from other sources for news of new starts planned, and get in and try to sell our products."

That this method works, when the seed is sown in ground made fertile by good public relations, is evident. Erickson estimated the gross volume of the firm had been increased 10 times since 1946.

The millwork department helps sell lumber and supplies, even though it stands on its own feet. For example, Erickson sells much glass, probably more than any yard of its size in the country. This is obviously due to the fact that the mill produces many store fronts requiring extensive plate glass. Store fixtures manufactured by the firm require considerable glass and a lot of hardware. The company also does a sizable business in window walls and sash. Most contractors doing residential construction in the area use kitchen cabinets made in the Erickson plant, as well as other special items.

Does the giving away of scrap to whomever calls for it generate business?

"I'll say it does," Erickson declared. "We've questioned our regular customers if they had ever received scraps from us, mentioning that scraps and sawdust were available. Nearly all of them had called on us for a scrap or two. So it definitely pays off as a good-will gesture."

Smoke Out Objections

(Continued from page 32)

Ask your customer "why?" This will drag out the "real" reason and give an amplification of the first objection your customer voiced. This gives you an opportunity to peg it with the tone of voice, word emphasis, and additional ideas he expresses.

Your customer may repeat his first objection when asked "why?" You will then know that this is a "real" problem for this customer. Your considered answer to his objection will have a great deal of bearing on closing the sale.

On the other hand, your customer may give another reason that is entirely different from the first objection. For instance, the customer might first say, "Your price is too high."

You could then ask, "Why do you feel this price is high?"

The customer might respond, "Well, it seems to me that it is more than an ad I saw in the paper." Or, he might say, "It may not be too much, but it is more than I can afford to pay right now."

Either of these answers to your question of "why?" will give you more information about the needs, wants, and desires of your customer. Knowing this, you can proceed to handle this customer's sales problem.

Remember this three-step formula for smoking out your customer's hidden objections:

1. Listen
2. Ask, "Yes?"

NEW.. ..LESLIE ADJUST PITCH LOUVERS



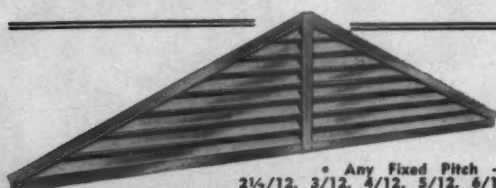
• All New Design — for Best Performance and Appearance • New Weather Baffles — Front and Rear • Only Adjustable with Range 3/12 through 10/12 Pitch • One Louver (L Series) — One Stock to Handle All Needs • All Heavy Gauge Aluminum — Giant "King-Size" Louvers • Fully Assembled — Cannot Come Apart

Another Leslie Exclusive — an all-new series of adjustable louvers that will fit modern roof pitches as low as 3/12 pitch, and up to 10/12 pitch.

The new weather baffles on front and rear of the vanes insure excellent protection from wind-driven rain and snow. These baffles enhance appearance, and provide extra strength and rigidity.

A wide choice of eight models from a 3 1/2 foot base to a giant 9 1/2 foot base. The L Series has a range of 3/12 through 10/12 pitch (L-40, L-50, L-60 and L-70). The "King-Size" LX Series will fit roof pitches of 3/12 through 6/12 (LX-0, LX-100, LX-200, and LX-300).

*All Leslie adjustable louvers are fully assembled except the LX-300, which is shipped partially assembled.



• Any Fixed Pitch — 2/12, 2 1/2/12, 3/12, 4/12, 5/12, 6/12, 7/12, 8/12, 9/12, 10/12, 11/12, 12/12 • Base Lengths up to 12 Feet • All Welded, Rigid Design • Heavy Gauge Aluminum or Galvanized Steel

LESLIE FIXED PITCH TRIANGULAR LOUVERS

Leslie fixed pitch triangular louvers are available in the 2/12 to 5/12 pitch ranges from stock. Higher pitches, 6/12 and up, are quickly made to order. They are manufactured in a wide variety of base sizes from three feet up to twelve feet.

An excellent feature, exclusive with Leslie, is the two-piece design used in most sizes of the very popular 4/12 and 5/12 pitch louvers. This provides for easier installation, greater strength, and there is space for a 2 x 2 brace, if desired.

Write for descriptive literature.

LESLIE WELDING COMPANY, Inc., 2935 West Carroll Ave., Chicago 12, Ill.

Leslie's long experience in the manufacture of louvers, since 1939, is your guarantee of superior performance and quality.

Ask your supplier for Leslie products.

3. Ask, "Why?"

Following this easy-to-remember, easy-to-apply sales formula will help you close more lumber and building supply sales quicker. Your customer's "hidden" objections will be out in the open where you can handle them with strong sales strategy.

Largest Lumber Family

(Continued from page 36)

intendent on the job; another, John, is head carpenter; another, Grady, painter; another, Bill, electrician; another, Jack, carpenter. This left Norman and the daughters in the lumber office.

The senior Bryant suffered a heart attack a year or so ago, so he takes it easy now, coming down to the office only an hour or so a day. After having built such a business and raised such a family, this proud papa figures he deserves a little rest.

TV-Advertising Tops

(Continued from page 30)

labor union.

When it was available, they bought it at the rate of about \$120 a week for their share, with a paint manufacturer assuming half the load. It ran for 30 minutes on Sundays, right after the pro football game.

It produced a flood of inquiries from 28 towns in Oklahoma — and the Oklahoma line is about 325 miles north of Wichita Falls. It produced one inquiry from Arkansas, almost as far to the east. It also produced responses from 30 towns in Texas, the most distant being Abilene, about 200 miles Southwest.

The program consisted principally of a film. In it, a carpenter worked away at building a do-it-yourself desk, cabinet, chair, even a garage. He performed and explained the most essential steps, and made it look easy.

But what got the response from Oklahoma, Arkansas and Texas were printed plans which North Side Lumber Co. gave away to correspond with the project the carpenter illustrated. These plans included a drawing of the finished article, material lists, and instructions.

"In the beginning," said Scott, "we specified on the TV program

that a plan would be presented free to everyone who called in person at our yard. But there were so many requests from distant points that we had to abandon that policy. We mailed a plan to everyone who wrote for it.

"At first, too, we started out with a supply of 100 plans. Then we increased this to 200 and 300. Often we had to re-order. As I recall, we ran that TV program for a total of 39 weeks.

"We would still be on the air with that program if it were available. For we are still getting results from that advertising."

North Side Lumber Co. is presently engaged in an extensive remodeling program.

"When that is completed we'll have lots more room," said Muse.

"One area of the new quarters will be reserved exclusively for plans. We'll have plans available on everything from a bird house to a commercial building. We are sold on the pulling power of plans."

"1960-Approach" Selling

(Continued from page 28)

"duds," but others are real prospects for major remodeling jobs or new homes.

Remodeling prospects, Oliver points out, are "big ticket" prospects — families who want to spend thousands of dollars updating their homes. New residential prospects are even better "heeled," and think in terms of \$20,000, \$40,000, or even \$75,000 homes. Like families elsewhere in the country, they seek complete help with shelter problems, not just piecemeal aid offered by conventional building supply dealers, builders, and contractors.

And they find it at Live Modern, Inc. Here they spot the latest and best materials and equipment, displayed in four ways:

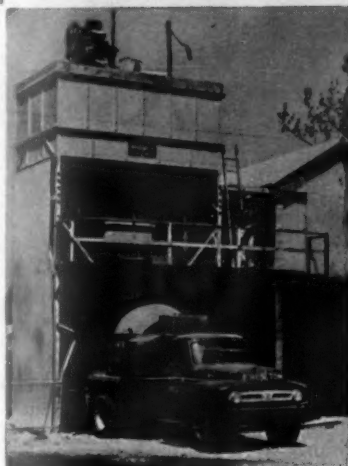
1. **In use** — outside, on the walls, the floors, the ceilings — in bathrooms and kitchens, in closets and other "living" areas.

2. **In departmentized "hangings"** of classified samples on swinging panels, rotating "columns," and other display fixtures.

3. **In assortments** of color and "texture" samples at the three convenient planning desks, strategically placed on the first-floor.

4. **In stocks** in the model showroom at the rear of the building, where customers pick up much of the merchandise they need for a

"READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready-Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . .

"our Binanbatch investment paid for itself in approximately one year" . . .

"big increase in tie-in sales since handling Ready-Mix in our yard" . . .

"We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name

Address

City

State

do-it-yourself or contracted project.

A sign in the central entrance room tells visitors:

"This permanent model home is the sales office of Live Modern, Inc. We sell all the materials for building a new home or remodeling.

"You see some of them displayed on the walls, ceilings, floors, swinging panels, etc.

"At the three Planning Desks we have a complete line of samples for material selection and color matching.

"We sell all Materials to everyone (Do-It-Yourself, Builders, etc.).

"Live Modern, Inc., can provide a low-cost service, by coordinating into one 'complete package plan,' the (1) Design, (2) Materials, (3) Construction, (4) Financing."

Urban rehabilitation in New Orleans was launched early and solidly and attracted numerous delegations of "city fathers," builders, and developers to the Crescent City. Ivan Foley's insight into the market for home modernization, and the best approach to it — from a dealer's viewpoint — grew out of his service, since 1953, as secretary of the executive committee of the Mayor's Advisory Committee on Housing Improvement.

Related activities by Foley include serving since 1955 as president of Operation Home Improvement, Inc., a New Orleans

Chamber of Commerce non-profit corporation; as current regional director of the Home Improvement Council, national promotion agency; and as a member of the Title I Industry Advisory Committee of the Federal Housing Administration in Washington, D. C.

Foley is a graduate of the college of commerce at Loyola University of the South and the local chapter of the American Institute of Banking. His business experience includes three years as chief cost accountant for a local general contracting firm; office manager for two years of a New Orleans architect-engineering firm; and three years as chief auditor for Higgins, Inc., boatbuilding and materials manufacturer. He was president of the Retail Lumber Dealers Assn. of New Orleans in 1953, the local chapter of the National Association of Accountants in 1954, and the Louisiana Building Material Dealers Assn. in 1955.

For his Live Modern, Inc., enterprise, Foley joined forces with men equally experienced and trained in related, pertinent fields.

For example, Vice-President and Secretary Hebert W. Oliver holds three degrees from New York University — one in education and two in school administration. He has been a department store salesman and school teacher in New York City, a medical corps technician during World War II, Coca-Cola advertising representative, and staff member of the New Orleans Chamber of Commerce. At the Chamber, he was manager of the Civic Affairs and Education committees, and secretary of the Sales Executive Council and of Operation Home Improvement, Inc.

Vice-President and Treasurer Edward J. Delery is a graduate of St. Paul's College at Covington, La., and the OWS, engineer officer candidate, and construction schools of the U. S. Army. He was a clerk for a garment manufacturing firm for two years, field superintendent for a local general contractor for 10 years, and for two years had been owner of a building firm that specialized in home improvement and modernization.

Director Wayne Stoffle holds architectural degrees from Cornell University and Massachusetts Institute of Technology. He has had 20 years of architectural experience in Oklahoma, Colorado, Panama Canal Zone, Tennessee, Massachusetts, and Louisiana. He

was commanding officer of a Coast Guard construction unit in the central Pacific during World War II. He continues to practice architecture as senior partner in Stoffle and Finger, A.I.A.

Live Modern, Inc., places every possible house job — new or remodeling — with a builder or contracting firm. On some special small projects, this dealer sub-contracts the work to mechanics and craftsmen. This policy keeps these professionals as customers of Live Modern, Inc., for their other job requirements.

S-B-S learned of Live Modern, Inc., from a bulletin of the Louisiana Building Material Dealers Assn. In it, Executive Vice-President Ned Ball wrote: "Here is the very latest in a modern, novel, and arresting display center for the distribution of all building materials for consumer needs Louisiana has seen. Until something bigger, better and more of the 'electronic age' comes into being, this is TOPS!"

Classified Advertising

FOR SALE

VIOLA. The exotic wood from South America that is gaining acceptance like wildfire for moldings, trim, special millwork, cabinets, wall paneling.

Looks and finishes like mahogany. Works better — more stable — costs far less.

We are largest U. S. importers. Maintain adequate stocks in Lynchburg, Va. AD or ED. Truck or rail shipments. Please write, wire, Phone for quotation — samples.

RUSSELL SIMMONS LUMBER CO.

Box 2067. Phone LD 967, Greensboro, N. C.

HELP WANTED

Executive to fill one of the top positions with large retail lumber and building material organization in Southeast with several branches. Must have experience in merchandising and building and be able to assume full responsibility. Attractive salary for right man. No need to apply unless qualifications are outstanding. Mail resume of past experience to Box 99, Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

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ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE
ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS

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NOW AVAILABLE
FOR
TRUSS MANUFACTURERS
AND
PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required

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Vero Beach, Florida



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Modern Mills
and
Dry Kilns

Operated by men
who know Lumber
assure you of
**QUALITY
PRODUCTS**
Precision Made

A Mixed Car can
contain
Standard Items
plus Mouldings,
Interior Trim,
Glued Panels

We are Experts
at Finger Jointing

The Ralph L.
SMITH
Lumber Company

ANDERSON, CALIFORNIA

Members: Western Pine Assn.,
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Ponderosa Pine Woodwork

The Bennett 2-WAY PANEL SAW

CROSS-CUT OR
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TILE BOARD
PLYWOOD

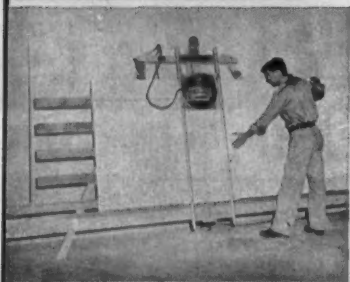
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HARDBOARD

And Other Materials!

NOW...make a
PROFIT
cutting panel
boards to size!

Retail lumber yards all over the
U. S. and Canada are using the
Bennett 2-Way Panel Saw to give
quick, accurate, cut-to-size service—at a profit.

- **ACCURACY**—all cuts are consistently square. Vertical and horizontal scales are attached for selective cuts.
- **SAFETY**—machine is fool-proof. Completely safe for unskilled help.
- **RIPS OR CROSS CUTS** without removing panel from machine.
- **ONE MAN OPERATION**—one man can cross cut or rip a 4' x 12' panel quicker than two men can on a table saw.



WRITE FOR PRICES AND LITERATURE
RICHARD C. BENNETT MFG. CO.
BOX 331 LACEYVILLE, PENNA.

IVES Catches



BALL CATCHES

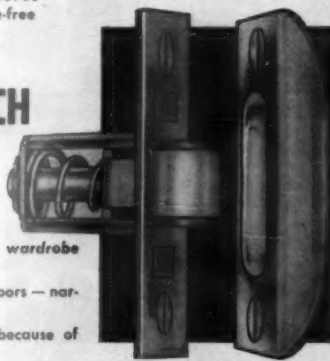
No. 346 — for louvered, bi-folding, accordion, wardrobe and service doors. The perfect catch to use with dummy trim.

- Adjustable threaded barrel compensates for various clearances of doors.
- Adjustable spring tension — No. 346 only.
- Free rolling ball insures smooth, positive, trouble-free operation.

No. 345 — for cupboards and small interior doors.

No. 345-346 made in wrought brass, hand polished in standard finishes.

ROLLER CATCH No. 333



Heavy duty Roller Catch for wardrobe and interior doors.

- Easily installed on thin doors — narrow 3/4" face plate.
- Quick mortising of strike because of new strike design.
- Smooth positive latching action insured by powerful conical spring.
- Nylon Roller — durable, uniform action.
- Quiet operation — special rubber washer cushions return of Nylon roller.

Made in wrought steel, burnished — also wrought brass face plate and strike, hand polished in standard finishes.

No. 333

Face Plate 2 1/4" x 3/4"
Bore 3/4" diam. x 1 1/2"
Strike 2 1/4" x 1 1/2"

THE H. B. IVES COMPANY
NEW HAVEN, CONN.

Patio Magic

AMERICA'S FINEST

ALUMINUM SLIDING GLASS DOORS

ADD BEAUTY AND LIVABILITY
TO EVERY ROOM IN THE HOME

K.D.
(Without
Glass)
or
**ASSEMBLED-
CARTONED**
(Glass
Included)



Breakfast bar is separated from patio
by Patio Magic.

**ONLY PATIO MAGIC
OFFERS THESE
SUPERLATIVE FEATURES**

- Beautiful, Anodized Finish
- Schlage® Lock-Weather stripping All Around
- Nylon, Ball-Bearing Wheels for Silent, Fingertip Operation
- Concealed, Adjustable Spring Lock
- Gold Handles
- Choice of Exterior (Sloped Sill) or Interior Track
- All Vertical Styles Heavy Tubular Extrusions
- Adjustable Bottom Rollers
- 1" Double Glazed Units
- 1/2" Double Glazed Units

**THE MOST COMPLETE
LINE OF SLIDING GLASS
DOORS IN THE INDUSTRY**



Patio Magic provides easy egress from
living room to pool and patio area



Garden and terrace just a step away
from the bedroom through Patio Magic



Bathroom to exterior via
Patio Magic
Sliding Glass Doors



Dining room opens into patio area
through Patio Magic Sliding Glass Doors

SUPERB ENGINEERING



Manufacturers of SHOWER MAGIC BATH ENCLOSURES

Daryl Products Corp., Dept. SB5
7240 N. E. 4th Avenue, Miami 38, Florida
Please send full information on Patio Magic

Company Name _____
Address _____
City _____ State _____

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TODAY!**

On Your Business
Letterhead, Please.

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A	L
Allison Lumber Co. 79	Leslie Welding Co., Inc. 84
American Screen Products Co. 77	M
Andersen Corp. 43, 48	Marsh Wall Products, Inc. 60, 61
Armstrong Cork Company, Building Products Div. 41	Monarch Metal Weatherstrip Corporation 51
Atlanta Oak Flooring Co. 1	M W Distributors 45
Atlantic Steel Company 73	O
B	Oconee Clay Products Co. 59
Barclite Corporation of America 20, 21	P
Bennett Mfg. Co., Richard C. 87	Phifer Aluminum Screen Co. 52
Berry Door Co. Fourth Cover	R
Bestwall-Certain-teed Sales Corp. 53	Republic Steel Corporation 25
C	Reynolds Aluminum Supply Co. 2, 7
Caldwell Mfg. Co. 73	Rock Island Millwork Co. 75
Celotex Corp., The 48, 49	Rudiger-Lang Co. 9
Cauchotex Industries, Inc. 81	S
Cheney Lumber Co. 6	Simpson Redwood Co. Second Cover
Classified Ads 86	Smith Lumber Co., Ralph L. 87
D	Southern Door-Lite Co., Inc. 62
Daryl Products Corp. 88	Southern Metal Products Corp. 5
Dexter Industries, Inc. 71	Southern Pine Assn. 17, 18
Dickey Clay Mfg. Co., W. S. 69	Southern Sash Sales & Supply Co., Inc. Third Cover
Dierks Forests, Inc. 36	Sun Air Products Mfg. Co. 80
Dur-O-wal Division, Cedar Rapids Block Co. 88	T
F	Fordyce Wood Products, Inc. 81
Fordyce Wood Products, Inc. 81	Tarter, Webster & Johnson, Inc. 56
G	Templin Associates, Inc. 86
Gardner Asphalt Products Co. 82	Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp. 57
H	Trinity White Div., General Portland Cement Co. 72
Homasote Co. 83	U
Huttig Sash & Door Co. 56	Union Lumber Co. 4
I	U. S. Plywood Corp. 55
Ideal Brass Works, Inc. 82	United States Steel Corp., Tenn. Coal, Iron & Railroad Div. 57
International Paper Co., Wood Preserving Div. 74	V
Ives Co., H. B. 87	Vestal Manufacturing Co. 54
J	Vulcan Metal Products, Inc. 68
Johns-Manville, Inc. 64, 65	W
K	Want Ads 86
Keasbey & Mattison Co. 15	Warp Brothers 81
Keystone Steel & Wire Co. 10, 11	Western Pine Association 18
Koppers Co., Inc., Wood Preserving Div. 76	Weyerhaeuser Sales Co. 47
Kordite Company 23	Winslow Govt. Standard Scale Works, Inc. 85

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GOING UP



HOW TO LAUNCH A SUCCESSFUL WINDOW SALES PROGRAM

Construction's on the upturn. More buildings going up — homes, commercial buildings, every kind. And they all need windows.

This demand is boosting dollars into orbit. And you can track them — make them yours and stack them — with a stock of Ualco Windows under your roof. Here's how to launch a record-breaking profit-making program:

FIRST STAGE: See Southern Sash for the best deal and the fastest delivery in the industry.

SECOND STAGE: Make sure you've a complete stock — plenty of sizes, in all twenty styles.

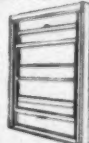
THIRD STAGE: Let folks know you're stocking Ualco, and watch your sales break through the thermal thicket and the radiation barrier and enter outer space. Ualco Windows are *pre-sold* . . . by advertising and by reputation for highest quality.

A few stellar territories are still available. Shoot us a letter today.

HORIZONTAL SLIDER



DOUBLE HUNG



AWNING



JALOUSIE



The Finest Windows
Man Has Ever Made

Ualco

Southern Sash

SALES & SUPPLY CO., INC., Sheffield, Ala.

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Florence, Alabama
Huntsville, Alabama
Montgomery, Alabama
Van Nuys, California

San Leandro, California
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**SPACE
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Savings



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Write today for **FREE** descriptive Booklet to:
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1173 ZONOLITE ROAD, N. E., ATLANTA, GEORGIA